January 5, 1954

Mr. James M. Morris, Director
Station KOAC-AM
Oregon State Agricultural College
Corvallis, Oregon

Dear Jim:

Wanted to get a reply off to you at once, but first wanted to do something about it. The attached will suggest what I've tried to get started. I suggest that you also contact Bob Coleman, Jim Miles, Carl Menser, H. B. McCarty, Frank Schooley, and any others who may have been in this hassle, to see what approach they have found most useful. (I'm sending them copies of this and your letter and I hope they'll help all they can, directly.)

Since I believe educational broadcasting has significantly grown during the past few years I believe attention could be called to the many unique NAEB (FAE, BBC, Exchange, Grant-in-Aid, in-School) program services you are offering. Is there any way in which you can concentrate attention on that area which would be blanked out by their interference, dramatizing its needs and referring to past status as a "consumer" of your programs?

I think the increasingly efficient way in which significant educational services are organized and coordinated in your state could also be used to rally support by various organizations there, contrasting (your state-wide unique service) with the essentially local proposals likely to characterize the Lewiston proposal.

The NAEB as such can of course not intervene. Cohn and Marks could best tell us how far we could go, if indeed we should directly play any role, in this matter, in view of our status as a tax-exempt and therefore "non-lobbying" type of organization. As licensee you could, and should, of course both take the lead and refer to NAEB-affiliations and fellow (college, university, land-grant, school) stations as a part of your resources.

Not having myself gone through all this, these are the best I can do, along with the enclosures I'm attaching. I hope they may at least be suggestive.

And please call on us for anything else which we can specifically provide.

Sincerely,

Harry J. Skornia
Executive Director

HJS:do
cc: Executive Committee
Directors
McCarty
Coleman
Miles
Menser
Cohn & Marks

Schooley

C O P Y

ST. LOUIS EDUCATIONAL TELEVISION COMMISSION
CHANNEL NINE - KETC - 6481 FORSYTH BLVD.
ST. LOUIS 5, MISSOURI
VOlunteer 3 - 0995.

January 6, 1954

Mr. Harry Skornia,
Executive Director,
National Association of Educational Broadcasters,
119 Gregory Hall,
University of Illinois,
Urbana, Illinois.

Dear Harry:

Pardon the delay in answering your December 21 letter. Part of it was occasioned by waiting until Morris Novik came out here earlier this week to see what he might have to say about our situation. (He was sent by NCCET and JCET).

As I wrote in my letter to Morrie several weeks ago (a copy of which you received) the situation in St. Louis is rather critical, at least in comparison with other cities. St. Louis is a hot union town and I gather that the IBEW local here is out to gather us into its fold. Morrie came here to meet with me, one of our Commissioners, and a lawyer who was formerly with the NLRB regionally and nationally. I think he got a good fill-in of our picture. He believes that something has to be worked out nationally. How successfully he can accomplish this I have no way of estimating.

I think it would be a very good idea if you held the meeting you mentioned, and I can make it most any date you set. January 21, 22 or 23 is fine. Meanwhile, may I suggest that you send urgent letters to such people as Bill Wood in Pittsburgh, Sener in L. A., Schwarzwalder in Houston, McCarty in Madison, Neeley in Cincinnati, plus the appropriate people in Detroit, Chicago, Boston, and Hunter at East Lansing and Garrison at Ann Arbor and find out what their union problems are if any. If we could have this information handy for the January meeting it would help us plan strategy better, for each city has a somewhat different labor picture I suspect.

Be waiting to hear from you.

Best regards,

/s/ Dick

Richard J. Goggin

Copy Made 1-8-54.

C O P Y

THE FUND FOR ADULT EDUCATION
Established by the Ford Foundation

141 West Jackson Boulevard
Chicago 4, Illinois

HEADQUARTERS
914 East Green Street
Pasadena 1, California

January 8, 1954

Mr. H. J. Skornia
Executive Director
National Association of Educational Broadcasters
119 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Mr. Skornia:

You may recall that this past year the Fund for Adult Education established an annual lectureship in this field. The first lectures were given this fall by Lyman Bryson at Madison, Milwaukee and Wausau, Wisconsin. The tapes that were made of these lectures have been rebroadcast a number of times by the University of Wisconsin and Mr. Blakely has suggested that the NAEB might wish to add the tapes to the stockpile they have available for the NAEB tape network.

I have talked to Bob Hudson about the matter. He has said that if we will send the tapes to the Educational Television and Radio Center at Ann Arbor, they will audit and edit them so that they will be in suitable shape for use by the network. In their present form the tapes include rather lengthy introductions which are probably geared too closely to the specific occasion of each of the addresses. Moreover, they also include the questions and answers that formed a part of the public forum part of the program.

I shall appreciate hearing as to whether or not you would like to have us send somewhat shortened and edited tapes of these speeches.

Very sincerely yours,

/s/ Paul H. Durrie
Executive Associate

PHD/ss

Copy Made 1-13-54.

January 13, 1954

Mr. Paul H. Durrie
Executive Associate
The Fund for Adult Education
141 West Jackson Boulevard
Chicago 4, Illinois

Dear Mr. Durrie:

We would be interested in shortened versions of the Bryson lectures as mentioned in your letter of January 8. If you would like to send them to the Center for editing before forwarding to us, we should be glad to consider perhaps half-hour or forty-five minute versions.

Decisions as to which programs are offered are made by the NAEB Network Acceptance Committee, to which those will then be submitted for a decision as to offering.

Sincerely yours,

Harry J. Skornia

Harry J. Skornia
Executive Director

HJS:ms

cc: Bob Hudson
Executive Committee
Network Acceptance Committee

C O P Y

A National Institution for Musical Education
College of Music of Cincinnati
1228 Central Parkway
Cincinnati 10, Ohio

January 9, 1954

Mr. Harry J. Skornia
Executive Director
National Association of
Educational Broadcasters
14 Gregory Hall
Urbana, Illinois

Dear Harry:

I have been planning to write you for some weeks, but the Holiday rush and bustle was too much for me. Between the Radio-TV Arts department of the College, and the duties of the TV Educational Foundation's general manager, I am kept on the run pretty steadily.

Perhaps you don't remember our conversation in St. Louis concerning some plans we are trying to develope here in Cincinnati for a short two-week TV-Radio Institute. The University of Cincinnati Summer School Dean, Dr. Spencer Shank, has appointed a committee of three or four UC professors and myself, to come up with some idea for Summer School Workshop in Radio-TV, to be offered by the University of Cincinnati in cooperation with the Radio-TV Arts Department of the College of Music of Cincinnati.

I have been instructed to contact you for the following information, if you care to divulge it:

1) What type of course or subject matter would your organization NAEB be interested in having presented in a two or three-week Radio-TV or TV Workshop this summer?

2) Would you be able to offer several scholarships to individuals interested in this course or subjects if available in Cincinnati, so that we might have a backlog of funds to help support the Workshop for this year?

Our thinking at present is along the following lines. We anticipate a two or three-week Workshop as the most likely type of offering. We are considering the Television field primarily, although radio can be covered as well either in conjunction with the TV field or separately.

We are interested in such subject matter as techniques of production, writing, programming and TV equipment operation; techniques of teaching by television; problems of utilization of TV educational programs in the class room, as they affect the average primary or secondary school teacher.

We also are anticipating the need which many individuals will have for the knowledge of program building, writing and preparation, in cooperating with a local commercial or educational TV station in telecasting educational or public service programs.

What specific courses or subjects we should offer this coming summer, or what approach your organization would feel was in line with your thinking on the subject of scholarships for several individuals to attend our Workshop, is a matter of concern to us.

Your suggestions and recommendations will be gratefully accepted, believe me, at your earliest convenience.

We feel that one or more experts in the fields of TV we will include in the summer Workshop, should be engaged for lectures, demonstrations or clinics, as soon as possible. Here again, I know your counsel and guidance will be most valuable.

May I hear from you as soon as possible, as to your reaction to our plans.

Our TV educational station plans - station WCET to be exact, are going along well at present. We hope to be able to use the station facilities this summer as a part of the laboratory requirements for the Workshop. Actual experience in TV station operations and program productions will be a vital part of our planning, if we find the station facilities will be in operation by June or July. Oh yes, what two weeks or in what month rather would it be best to attempt the Workshop?

Trusting you are enjoying the best of health and every success, I remain

Sincerely yours,

/s/ Bert Neely

Uberto T. Neely, Director
Radio TV Arts Department

January 12, 1954

Mr. Uberto T. Neely, Director
Radio TV Arts Department
College of Music of Cincinnati
1228 Central Parkway
Cincinnati 10, Ohio

Dear Bert:

I've sent a copy of your letter at once to the FAE, in attempt to get approval of funds for the scholarships. Hope to have an answer sometime after January 22, after the FAE Board meets. If this comes through, we should have several scholarships to offer to help you out financially.

I would think that production, engineering, management and possibly promotion are the most urgent areas. Production and engineering would be TV-only (including writing, films, line problems etc.); the other two can't really be TV-only, so would be for both Television and Radio, I'd say. Three weeks looks fine, for each of the above, although some combination into one or two courses might possibly also be acceptable. The other possibilities you mention (writing, programming, teaching by TV, utilization, also look possible. I doubt, however, if we should try to get into the utilization end, as NAEB. We therefore could probably not be expected to provide funds for that.

As to experts, I believe Rudy Bretz and Ed Stasheff (Michigan) are tops in production; Keith Ketcham of WOI-TV and others whom Carl Menzer might suggest would be excellent in engineering; and Schwarzwalder of Houston, Harley of Wisconsin, Hunter of Michigan State, Garrison of Michigan and many others would be good on management or general operations. Will give you more on this as soon as I have word on funds, i.e. within the next two weeks. July, August or up to first half of September look like good periods for this, probably the later the better (perhaps Aug. 23-Sept. 10 or some such period).

Glad to hear of your progress at WCET. Let us know what else we can do. Had I sent you a blank for application for membership? Just in case————.

Sincerely,

Harry J. Skornia
Executive Director

HJS:do

January 12, 1954

Mrs. Gertrude G. Broderick, President
Association for Education by Radio-Television
Radio-TV Specialist
U. S. Office of Education
Washington, D. C.

Dear Gertrude:

I yesterday received a copy of your letter as forwarded by Graydon, together with a copy of his reply to you. I immediately called Keith Tyler and have done the following things.

1. Agreed that NAEB would provide a speaker for the General Session, Thursday Evening, April 8. I have today secured the acceptance of Theodore Streibert, Director of the U.S. Information Agency to address this session. I also arranged with Keith for our luncheon to be held also on Thursday, April 8 which will eliminate any conflicts with you and the AERT. I do not yet have a speaker for this luncheon meeting, but I hope to have one before the day is over.

With regard to the possibility of using some of the NAEB in-school programs for a demonstration, note the attached letter in which I am attempting to implement this as quickly as possible. As soon as I hear, I'll let you know.

In order that you may also be as adequately informed as possible of other sessions which Keith has asked us to set up, I am attaching a copy of my letter of yesterday to him, since this contains my ideas for participants in the various sessions he asked me about.

I am sure that a great many NAEB members will be in attendance at your luncheon. You don't know how gratified we are of your leadership of the AERT. I expect you already know how busy NAEB directors usually are at such times, so I can't promise anything on their behalf. We are expecting to have directors meetings April 5 and 6, preceding the opening of the Institute, however, some of the work should be done before the AERT actually starts.

Sincerely,

Harry J. Skornia
Executive Director

HJS:ms
Enclosure
cc: NAEB AERT Committee and Executive Committee.

H. McC.

MEMO TO: John Dunn
Marguerite Fleming
Jim Miles
Jim Macandrew
John Henderson
J. J. Stillinger

FROM: Harry J. Skornia

DATE: January 12, 1954

SUBJECT: IERT

The first three persons mentioned will receive copies of Gertrude Broderick's letter of January 4 to Graydon Ausmus, and Graydon's January 8 letter to me naming the three of you to be the NAEB IERT Committee. The other three persons listed above are included here in view of a statement by Gertrude Broderick that an AERT session would like to be devoted to the sort of thing the School Broadcast Conference used to do: provide a demonstration of possible in-school use of programs. Would you three, particularly, please suggest programs that you think might be suitable? Some of the programs which the people here thought might work, in radio, are VOICI LA FRANCE, MEETING THE SITUATION, and MAKING FRIENDS WITH MUSIC. Would you please recommend what you think might be used?

Coming back to the General Session of the IERT, our luncheon will be held April 8. Would you, Jim, please handle this as Graydon suggests? Let me know if you want me to get a speaker. But I would like to know by Wednesday if I am to do this.

Would you, Marguerite, be good enough to plan and supervise NAEB exhibits? Let me know what you need from Headquarters and we shall comply.

Theodore Streibert, Director of the U.S. Information Agency, has already accepted my invitation to address the NAEB-Planned General Session of the IERT Thursday Evening, April 8. The NAEB luncheon is scheduled for the same day.

Board meetings are scheduled for April 5 and 6. A meeting room has been requested for these two days for from 9:00 AM to 10:00 PM. I shall also reserve a suite in which NAEB Executive Committee and Directors can go on meeting after 10:00 PM each evening.

More as developments occur. I shall be in touch with you to be sure our aspects of the IERT are completed in time, and are outstanding.

One suggestion I would like from any or all: What possible TV kinescopes or films might be shown at the AERT-Planned sessions of the sort Gertrude is interested in setting up?

cc: NAEB Executive Committee
NAEB Directors
John Holt

January 12, 1954

Mr. Theodore Streibert, Director
U. S. Information Agency
1778 Pennsylvania Avenue
Washington, D. C.

Dear Mr. Streibert:

This will confirm your acceptance of my invitation for you to address the NAEB General Session of the Institute for Education by Radio and Television the evening of Thursday, April 8, 1954. The exact hour and room will be sent you as soon as it becomes available. The sessions are held in the Deshler-Hilton Hotel in Columbus, and the General Session will probably begin about 8 o'clock. If you would like to have room reservations made for you, I shall be glad to forward your request. Please let us know if there is anything else we may do, in addition to forwarding programs and more specific materials as they become available.

Although the formal theme of the Institute has not yet been established, we have been thinking in terms of something like "Communications in the Present World Situation." This is a suggestion only, and I hope you will pick your own topic. We would be glad to receive it as soon as it is available so that it may be entered in the program.

Finally, this will confirm my telephone request for materials to use in an up-coming speech on the U.S. Information Program abroad. Materials needed include the general background statements, plus any illustrative material available on any phases of it, with emphasis on the film program, since the talk is to be before a film group.

I should like to say in closing how happy the NAEB is that you will be able to be the speaker for our General Session. I hope you may also be able to be our guest at the NAEB luncheon the same day in the same hotel. Many of the NAEB officers and members are looking forward to meeting you. Our energies and efforts are always available to help the national effort in any way possible.

Sincerely,

Harry J. Skornia
Executive Director

HJS:ms

January 13, 1953

Mr. Seymour N. Siegel
Chairman, International Relations, Committee
Station WNYC
2500 Municipal Bldg.
New York 7, New York

Dear Sy:

In the interest of speed in the distribution of the Letters from Italy, we shall not follow the regular "weekly issue" schedule with that series. The programs will be released as quickly as we can get them duplicated and in the mail. Thus with Issue 5, to be mailed this week, not only Letter from Italy #5, but also #6, 7, and 8 will be released. Letters #9 and 10, which arrived here this morning, will be released with Issue 6.

This will result, for a time at least, in a certain amount of pile-up, even of possibly dated Material, at the stations. I suggest, therefore:

1) That Hovey record a certain minimum (perhaps 25%) of completely undated material.

2) That he unequivocally catagorize and mark every program either "staple" or "dated".

3) That Network inform the stations as early as possible to which catagory each program belongs.

The stations may then by-pass the staple material in favor of the dated, holding the former until a later date.

Best regards,

Sincerely,

John Holt
Network Manager

JH:do
cc: International Relations Comm.
Exec. Dir.
Exec. Comm.

NAEB HEADQUARTERS

1-18-54

MEMO:
TO : ALL NAEB ACTIVE MEMBERS
FROM: NAEB HEADQUARTERS

RE : LETTER FROM KPFA COPIED BELOW

Below is a copy of the letter NAEB Hdq. received from Wallace Hamilton of KPFA. If any of you are interested, please contact Hamilton directly.

* * * * * * * * * *

KPFA
2207 Shattuck Avenue
Berkeley 4, California

January 14, 1954

"...For the past year or so we have been supplied with FM sets from Pedersen Electronics Company in Lafayette, which is near Berkeley. Mr. Pedersen has sold these sets to us at factory cost, $38.21, and we have distributed about 600 such sets in this area along with subscriptions to KPFA. The sets have proven satisfactory for all but the more difficult rece ption areas, and sales are now moving along around ten or more a week.

"We have been in the process recently of renegotiating with Mr. Pedersen for another 500 sets for sale to new subscribers. In the course of our conversation, Mr. Pedersen said that sets ordered in groups of a thousand would result in a very substantial saving on the factory cost of the set. We asked him to draw up some figures for us, and on January 11 he sent us a price of $31.00 per set for a thousand sets of more, F.O.B. Lafayette. He said that he could give delivery of 150 sets after two weeks of production, 350 after four weeks, 150 after six weeks, and the final 350 after eight weeks.

"It occurs to me that a number of stations affiliated with the NAEB are probably in positions comparable to us here at KPFA. In other words, the difficulty of supplying potential listeners with good inexpensive FM equipment. To give you some idea of the type of product which Pedersen has been making for us, I have asked him to send you a sample set for you to look over and enlist some engineering advice.

"If there is any interest in NAEB going in on this arrangmenet on behalf of member-stations, along with KPFA, we might be able to work out some arrangmen t whereby we could take advantage of this considerably reduced factory price. But in order to do so we will have to move with a reasonable amount of dispatch, since we are going to be needing sets in March and it takes Mr. Pedersen six weeks or so to accumulate the parts. Hence, I would appreciate an early reaction from you and perhaps some of the larger FM stations in NAEB. We can go into further details later regarding warranty, financing, schipping, etc.

With Best regards.

Sincerely yours,

// signed //

Wallace Hamilton

Ausmus

AGENDA ITEMS (Incomplete)
FOR EXECUTIVE COMMITTEE AND DIRECTORS ONLY
January 20-23, 1954

1. The Center Problem (Skornia report and proposal)
   a. Advisory Committee Status.
   b. Nelson - NAEB HL arrangements.
   c. (TV and Radio) Grants-in-aid: Joint? (need to continue as prestige pieces); recent letters.
   d. NAEB remain in programs?
   e. Joint Committees.
   f. Union Relations.
   g. Engineer.
   h. Joint Credits.
   i. Relations to Kellogg.

2. JCET Relations
   a. Cf. contacts as for Novik; union relations.
   b. Engineers.
   c. NAEB "won't necessarily inherit the earth" in TV.
   d. Projected life-span (plans to render eternal).
   e. Reports from TV people (Jim Day, Schwarzwalder, Goggin, Wood, Neely).
   f. Braum contract (comments on inability of NAEB to offer more than one-year contract to engineer)? Ausmus perhaps can answer.
   g. NAEB need for blanket funds to be equally quick on its feet (for consultants, like Novik; Radio engineering letters (12 in last 2 months). Difficulty in getting good man for anything on a one year basis.

3. NCCET Relations
   a. Placement Service.
   b. Union Relations: Rights problem.
   c. NCCET News.

4. NAEB Policy Statement Needed
   a. Need for careful drafting of NAEB direction and objectives.
   b. Definition of relationships to Center, JCET, NCCET.
   c. TV and radio status within NAEB.
   d. Long-range request recommendations (non-program) needed, to eliminate need to "invent" in haste, when the "word" comes of some opportunity.
   e. Program vs. distribution vs. trade organization status.
   f. See Ausmus December 5, 1953 letter.

5. Member Problems
   a. TV Stations: How to Sell.
   b. Need to discontinue "Script of Month" and such items because of cost.

c. Committees.
TV Program (and Radio Program) Planning.
Network Acceptance Committee's Functions.
Constitution.
Committee Meetings (estimates).
Abbot
Fleming
Coleman

6. Newsletter Problems
a. Reviews being begun (Goggin, Harwood).
b. Regional news rarely available.
c. Need for restricted Newsletter.
d. Editorial Committee Assistance (for lengthy materials).

7. Distribution Problems
a. Encyclopedia Britannica.
b. U. of I. offer to distribute (we'd get $20.00) albums, supplementing (not replacing) our distribution; also tapes.
c. DAVI (no need to move yet).
d. PEOPLE UNDER COMMUNISM.

8. Fulbright Problems
a. Need for someone to ride herd on (Schooley was suggested by Fulbright Selection Committee (Probst, Fleming and others).
b. Hovey willing for another year.
c. BBC status: FAE? Standard Oil?

9. Associate Director
a. Can pay annual salary of $7,320.00
b. Retirement and W. Comp. (7.79% plus 1.50% = 9.29% 680.03
Total from Kellogg $8,000.03

HQ office space for

10. NAEB Engineer - Report on: Compton - No. Klindworth, Lewis, Braum conversations.
Other possibilities.
Tenure
Candidates

HQ office space for

11. Morris Novik Services

12. KQED Problem and Materials

13. Budget Status (See Separate Statements)

14. Publicity Problems
    a. Releases.
    b. Committees.
    c. Absence of NAEB mention in NCCET News.
    d. Peabody entry?
    e. IERT status and plans.
    f. Need for "selling" materials on the NAEB.

15. Regional Conference Plans
    a. Macandrew has replied. One only.
    b. Funds?

16. Legal services. Other consultants. (besides Novik).

17. Liaison Committee: University Presidents' meeting with NAEB representatives.

18. Fulbright Scholarship Committee,

HJS 1-19-54

19. ~~Eg~~ KOAC — Corvallis —

20. — Membership pitch — Categories —

21. ~~— Name of the Organization~~

Budget year —

Asso. Dir. —

Branding —

Budget Problems
K.B.P.
K.O.A.C

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

February 16, 1954

TO: The Entire Board and the Executive Director

FROM: Graydon Ausmus, President

SUBJECT: The EBF Proposal

On the day I received Allen Miller's review of the EBF - NAEB collaboration on the distribution of NAEB albums, I received a report from Jimmy Morris of KOAC on an appearance Maurice Mitchel made in Oregon and his sound thumping of educational television. Jimmy notes that he has done the cause of educational television there in that state irreparable damage. This further convinces me that I was correct in voting "no" on the EBF proposal.

FOR YOUR INFORMATION: At the JCET Board Meeting last week plans for a West Coast regional conference on educational television were discussed. JCET, in line with its basic responsibilities, is planning this conference. Because I think it is important that NAEB be represented as often as possible in this kind of conference, I volunteered the services, including travel, of one NAEB man to serve as a consultant for this conference. I will follow this suggestion through and try to get Skornia named as our rep.

The NAEB representative on the JCET Board serves from April 1 to the end of March of the following year. I am again naming myself as the NAEB representative on that Board, with John Dunn alternate.

Graydon

14 Gregory Hall
Urbana, Illinois
February 1, 1954

CONFIDENTIAL TO ALL NAEB MEMBERS,
ACTIVES AND ASSOCIATES.

Greetings:

Attached are financial reports on the status of NAEB funds. You'll find a report on the Kellogg Project, prepared by the Executive Director. You'll find a financial report of the NAEB treasury, prepared by the Treasurer, and accepted by the Board. Additionally, you'll find a special condensed version of FAE funds, balances of which are listed in the liabilities under restricted accounts. Members should note that these reports on funds are for more than a one-year basis in many cases. The report gives you (as well as the FAE and ETRC) an up-to-date accounting of all funds from either FAE or the Educational Television and Radio Center.

It should be noted that funds given to the NAEB under certain conditions may be used only for such designated purposes. That's why they are listed as restricted funds in the balance sheet.

Also, the Board of Directors is proceeding on the basis of the directive of the National Convention at Norman. It is hoped to have all financial reports on a fiscal year basis by July 1.

The treasurer points out that dues are now billed on a calendar year basis. You will receive your bill for 1954 shortly. The membership should perhaps consider the advisability of changing dues to a fiscal year basis, too.

Cordially,

Harry J. Skornia
Executive Director

Frank E. Schooley
NAEB Treasurer

Encl.

Financial Report of NAEB Treasurer for FAE and ETRC Funds
Condensed Report

Fund	Donor	Grant	Balance 12/31
Monitoring Studies, 51-52	FAE	$ 28,000.00	none
Monitoring Study, 1953	FAE	12,500.00	$ 409.09
Monitoring Study, 1954	FAE	12,500.00	11,500.00
Grants in Aid, 1952	FAE	80,000.00	825.18
Grants in Aid, 1953	ETRC	80,000.00	55,345.00
Pacifica Foundation	FAE	30,000.00	none
TV Station Management Seminar	FAE	5,000.00	1,076.23
TV Production Workshop	FAE	12,000.00	4,465.48
Lincoln Lodge Television Seminar	FAE	10,000.00	2,638.88
		$ 270,000.00	$76,259.86

12/31/53
F. E. Schooley, NAEB Treasurer

Presented to NAEB Board of Directors
Transmitted to FAE
Transmitted to ETRC
Transmitted to NAEB Members

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
Proposed Budget, 1954[1]

Income

Active membership dues	
I - 25 @ $50	$ 1 250.00
II - 27 @ $25	685.00
III - 52 @ $15	780.00
TV - 6 @ $100	600.00
Associate	890.00
Affiliate	220.00
Other	95.00
Total, estimated income	$ 4 800.00

Expenses

Administrative - clerical, T&T, supplies	$ 2 700.00
Promotion	900.00
Treasurer office expense	600.00
Memberships - Prix Italia, American Council on Education, UNESCO, Inter. Univ. of Air	600.00
	$ 4 800.00

1-21-54

Adopted by Board, 1-23-54

1. This budget was adopted by the Board, January 23, in a meeting at Ames, Iowa, with the full understanding that a revised budget would be presented later to supplement this one. The new budget will be for 1954-55, to bring it in line with instructions of the National Convention at Norman.

2. A supplemental financial report for the fiscal year, July 1, 1953-June 30, 1954, will be prepared for and distributed to membership at the close of the fiscal year.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
Balance Sheet, December 31, 1953

ASSETS

Current Funds

First National Bank deposits	$ 114,129.72	
Cash on Hand	200.00	
Accounts receivable	900.00	
Total		$ 115,229.72

LIABILITIES

Accounts payable - outstanding checks		$ 28,341.00	
Accounts payable - Tapes		800.00	
Accounts payable - Album mailing		606.00[1]	
Promotion		343.26[2]	
Restricted Projects -			
Monitoring, 1953	$ 409.09		
Monitoring, 1954	11500.00		
Grants in Aid, 1952	825.18		
Grants in Aid, 1953	55345.00		
TV Station Management Sem	1076.23		
TV Production Workshop	4465.48		
Lincoln Lodge Seminar	2638.88		
Chicago Radio Project	4500.00		
New York Institute	1000.00	81,759.86[3]	
General Reserve		3,379.60[4]	
Total			$115,229.72

12-31-53

Accepted 1-23-54 by Board of Directors

1. $1.00 per album, mailing expense

2. Budgeted at Norman Board Meeting. Balance lapsed by Board at Ames, with provision for Promotion in new budget.

3. These funds may be used for no other purposes than those designated by donors.

4. By Board action, $3,000.00 is earmarked for headquarter and network operation until July 1. Action taken at Ames.

NAEB HEADQUARTERS BUDGET REPORT
(Confidential for Members)

NAEB BUDGET SUMMARY	1953-54 BUDGET	ACTUAL: FIRST SIX MONTHS
*Salaries & Wages	$ 30,790.00	$ 18,324.35
**Seminars, Travel and Research	19,200.00	4,790.69
Administrative Expense 1953-54	2,250.00	2,275.00
Administrative Expense & Overdraft 52-53	-	3,804.37
***Supplies and Expenses	12,000.00	15,187.70
Contingencies	1,910.00	-
TOTAL	$ 66,150.00	$ 44,382.11
NAEB HEADQUARTERS		
*Salaries & Wages(ExDir, Secretarial)	$ 14,027.00	$ 8,764.41
**Seminars, etc.	19,200.00	4,630.87
Administrative Expense 1953-54	1,560.00	1,700.00
Administrative Expense & Overdraft 52-53	-	2,979.37
***Supplies & Expenses	4,700.00	5,967.23
Contingencies	-	-
TOTAL	$ 39,487.00	$ 24,041.99
NAEB TAPE NETWORK		
*Salaries & Wages	$ 16,763.00	$ 9,559.83
Travel (Included above under Seminar)	1,000.00	159.82
Administrative Expense 1953-54	690.00	575.00
Administrative Expense & Overdraft 52-53	-	825.00
***Supplies and Expenses	6,300.00	9,220.47
Contingencies	1,910.00	-
TOTAL	$ 26,663.00	$ 20,340.12
Totals, Headquarters & Network	$ 66,150.00	$ 44,382.11
INCOME		
Headquarters (from Kellogg)	$ 34,000.00	$ 34,000.00
NAEB Tape Network (from Kellogg)	(11,500.00)	(11,500.00)
NAEB Tape Network Fees	(20,650.00)	(18,905.50)
NAEB Tape Network - Totals	32,150.00	30,405.50
TOTAL	$ 66,150.00	$ 64,405.50
Other Income Anticipated	-	1,500.00
		$ 65,905.50

* Including Employer's Contribution to Retirement and Workman's Compensation
** Including Regional Conferences, Committee Meetings
*** See attached table. Includes shelving and (other) equipment

NOTE: The NAEB Directors have authorized the Executive Director to take steps necessary to get expenditures into line with available funds by June 30, 1954. This will make necessary certain steps, including:

1. Reduction in Network and Headquarters Personnel salaries and wages.

2. Holding the number of tapes to be duplicated to not more than 8 hours per week, enabling reduction also in postage and shipping costs.

3. Charging rush and emergency shipment charges to member stations whenever requests are late, and sharp reduction in special handling and special delivery expenses, special duplicator runs, and telephone and telegraph expenses.

4. Curtailment of mailing of member station promotion pieces with Newsletter.

5. Postponement of further "Script of Month" plans (already suspended after cost of first months ascertained) until adequate funds are available.

H. J. Skornia 1/29/54

MONTH-BY-MONTH BREAKDOWN 1-29-54
of
Major Headquarters and Network Costs
July 1 - December 31, 1953

ITEM	July	Aug.	Sept.	Oct.	Nov.	Dec.	Total
Mailing	$ 614.62	$ 459.23	$ 325.81	$ 515.76	$ 1,055.11	$ 821.16	$ 3,791.69
Mailing Materials (Cartons, boxes, labels)	3.30	60.00	208.36	69.48	114.32	60.48	515.86
Special (Outside) Recording Services	50.40	31.00	199.10	*564.00	116.37	1.00	961.87
Mimeographing (Newsletter)		409.26	489.75	211.16	531.36	92.37	1,733.90
Recording Tape		1,065.24	2,480.24	1,065.24	1,065.24	1,065.24	6,741.20
Telegrams and Telephone	116.41	** 419.74	159.56	151.96	109.54	110.47	1,067.68
Printing, design, lettering	-	231.34	83.15	-	144.04	873.98	1,332.51
***Travel	719.04	2,199.04	475.83	243.55	663.07	490.16	4,790.69
Salaries, Wages, Retirement & Workman's Compensation	3,467.45	2,116.79	3,039.75	3,326.80	3,024.81	3,348.75	18,324.35
Adm. Expense (+ 1952-53 overdraft)			****6,079.37				6,0 9.37

* * Includes $500.00 payment for outside duplication of part of Interlochen series.
** Includes instrument charges for entire year.
*** For Regional and Committee Meetings, for all officers, and for Headquarters staff. This does not include travel cost of Executive Director's orientation trip, which was paid out of an FAE Scholarship grant.
**** For entire biennium (1952-54).

Harry J. Skornia

COPY

Note: From Radio Station KOAC
Dear Harry:

I thought you'd be interested in the information contained in the following letter to Ralph Steetle, as well as the material which we've submitted on the KOAC request for hearing against the 550 kc. applicant at Lewiston. Thanks for your help.

/s/ James Morris, Program Manager, KOAC

February 4, 1954

↑ all officers FYI
H.J.Sk.

Mr. Ralph Steetle
Executive Director
Joint Committee on
Educational Television
1785 Massachusetts Ave., N.W.
Washington. D. C.

Dear Ralph:

An event occurred here in Corvallis on January 29 which indicates an activity of tremendous significance to those of us interested in the possible future of educational television.

Maurice Mitchell, at present with Encyclopedia Britannica Films, better known as the former head of Broadcast Advertising Bureau and prominent radio and television broadcaster, addressed the banquet meeting of the Oregon Audio-visual Association.

Mr. Mitchell devoted the major portion of his remarks to educational TV. Certain of his statements will be of interest to you, I am sure:

"The reservation of channels to educational television was like 250 prime business locations being removed."

"Every educational television station licensed is a threat to broadcasters."

"If, as a commercial broadcaster, you permit an educational TV station to be licensed you start by conceding that commercial stations do not serve in the public interest. If you were a commercial broadcaster, would you so concede?"

"(Broadcasters are) a tough, closeknit, hard-hitting group of business men."

"Here, then, is a hard core of people (commercial broadcasters) out to keep these channels away from educational TV assignments."

After having so thoroughly outlined the position of the commercial broadcasters, and having given his own background as a radio and TV broadcaster, newly moved over to the film industry, Mr. Mitchell proceeded to use the same line of arguments against educational TV that we have heard so many times before--only in more colorful language than most of our opposition are capable of commanding.

He spent some time on the"fallacious cost figures" which educators have proposed for television stations...that our operating costs for an annual budget wouldn't

run a commercial station for 3 months. "If you want to know how much a TV station costs to operate, ask a commercial broadcaster" was his basic theme.

We were then described as:

> "A motley collection of crackpots who want to spray education over boys and girls in the classroom by television."

Mitchell elaborated on this particular idea by colorful references to the membership of the educational TV group in Chicago. He commented that he really knew what they were like because he was a member of the group. Troubles in Chicago were discussed briefly and highlighted by his statement that the present chairman would "give $100,000 right now to get out of the job. Nobody will take it for less than $250,000!"

To all of the above he added the following:

> "There is no known use of television in the classroom."

Mitchell repeated that statement twice, as if to underline it, in concluding what had developed into a most vicious piece of propaganda against the development of educational television. His remarks were obviously filled with extreme commercial bias, from the radio and television broadcasters point of view, as well as the interests of the film industry in keeping television out of competition with films for the classroom audience.

It is probably of little importance here, but Mr. Mitchell then proceeded to develop the film industry as the benevolent profession which has "poured millions of dollars into films for a quarter of a century without getting anything back." In giving his audience a preview of a new film on GREAT RELIGIOUS FAITHS, he discussed the 2½ years of work which has gone into the production of the film "without ever expecting to get our money back out of the film."

The tragic part of the evening's address was the fact that a number of the audio-visual people in attendance were "sold" on the idea that educational television is something to be left alone. The costs are too high, returns in classroom education are too low, there's nothing in educational TV that films can't do better, etc.

It is my firm belief that this address by Maurice Mitchell before the Oregon Audio-Visual Association was a part of the planned campaign of those who oppose educational television. You will recall their participation in the campaign which was waged by opponents at the 1953 session of the Oregon Legislature. Probably this address by Mitchell fits into the jig-saw puzzle which you see at the national level. It seems to fit into place right here in Oregon, too.

I am looking forward to seeing you at the Western Radio and Television Conference on the 18th.

Best regards,

James M. Morris
Program Manager, KOAC

JMM:bew

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

Office of the
Regional Director

February 9, 1954

MEMORANDUM

TO: Members of the Board

FROM: Allen Miller

In accordance with the Board's wishes, I have talked with Maurice Mitchell of Encyclopaedia Britannica Films to clarify a few points of fact in the proposed arrangement for EBF to undertake the sale of NAEB albums. Let me then summarize the elements of my conversation and of George Probst's letter which appear to me to be most pertinent to our reaching of a decision. Briefly, it seems to me that our choice is that of accepting a small flow of orders which may be expected to come in to NAEB without any particular effort with the returns of negligible magnitude or of attempting to secure returns that might become substantial through really vigorous exploitation by EBF. Our gamble hinges on the size of the market in the public schools and colleges for a product we know to be excellent and usable.

These appear to me to be the salient points but without regard for order of importance:

1) Exclusivity

EBF feels that a two year agreement with the right to renew is fair. The effort of the salesman which does not result in a sale the first year often produces an order the second year.

The principle of exclusivity is so common in business that I feel no elaboration in its defense is needed. In my opinion EBF would be foolish indeed to print promotional literature, to supply 40 salesmen with kits and sales arguments without a clearcut understanding that all sales, both directly and indirectly resulting from their effort, should bring a return to the company.

2) Stockpile Investment

At the Ames meeting I was given the impression that NAEB would have to invest a substantial sum to assure an adequate supply before EBF undertook its sales effort. I no longer believe this to be true.

a) No specific inventory required--EBF will need 40 complete sets of albums for use as demonstrators which they will expect to receive at cost. Of course, this will reduce the supply on hand but EBF does not expect NAEB to have any stated inventory.

They would expect delivery on orders within a month.

b) No mass purchase likely to be needed. With the stocks we have on hand it seems to me we have a safety factor which will allow us to observe which albums are being sold in the field. Thus, Ways of Mankind might be going rapidly so an order would have to go in for 300 albums to be pressed. There is no reason to assume that all would move at the same pace so no mass purchase is likely. If it is, business will be good enough that we should be happy to take extraordinary steps to finance the need.

c) Revolving fund for pressing should be maintained. Entirely apart from the arrangement with EBF, it seems to me we must either tap a general revolving fund when pressings are needed or we must accumulate a revolving fund for new pressings before the revenue from sales of records is tapped for other NAEB uses.

3) Price considerations

a) EBF recommends increase in price. A price of $37.50 for the Jeffersonian Heritage and $42.50 for albums of the other series allows the salesman sufficient return to encourage his effort at selling. Their experience with the sale of quality films of special utility at high price have been quite successful.

b) Division of responsibility. (Probst's letter) EBF to assume expense of merchandising, promoting, billing, invoicing and distributing. NAEB to maintain the inventory, to store, and to mail on order of EBF. (this leaves doubt as to the meaning of "distribution" as a responsibility of EBF)

c) NAEB financial return. 50% of sales price brings in a gross to NAEB of $18.75 and $21.25 per album which would leave a net of approximately $10-$12 after cost of pressings and mailing.

d) Price increase to be announced by NAEB. If NAEB joins with EBF in the enterprise, NAEB is to announce the increase in price before any announcement is issued about the joint activity.

4) Faulty side

Several customers have complained that one side of the Jeffersonian Heritage is faulty. It is my understanding that Sy Siegel has met resistance from Columbia on whether the side is faulty. Since the complaints concentrate on the one side it seems evident to me that it is at least out of conformity with the rest of the album.

I mentioned this side to Mitch. He intends to check the problem. Perhaps his discussion with Columbia will break through the argument. It seems to me that the master should be corrected before any order goes in for a new pressing of albums.

In general comment, the reputation of EBF and of its field personnel in my region is excellent. I assume that all directors are able to judge the organization in their individual regions, and that the reputation of EBF is of high order. In my opinion EBF will sell the albums in quantity if this can be done. If there isn't a market, we have little to lose anyway.

A prompt answer is needed by EBF since a catalogue is in preparation. Prominent space would be given NAEB in the publication but printing cannot be delayed much longer since the catalogue is to be used in selling this spring.

The alternative to EBF is to have the bookstore at the University of Illinois distribute the albums. They would accept orders, bill, mail, store. NAEB would still have to maintain the supply but would have no paper work. Under this arrangement NAEB would receive $20 from a list price of $25. This would leave a net per album of approximately $13 instead of $10-$12 under the EBF arrangement. Of course, NAEB would not have increased its price but neither would it have a country-wide promotion nor a staff of 40 experienced salesmen to increase the sales.

Will you please write to Harry Skornia to indicate whether you favor distribution via EBF or the U. of I. Bookstore. I know that my presentation is colored by my own judgment of the course for us to choose. As I see it, the odds favor the gamble to see whether real sales effort will bring a significant return.

Sincerely,

Allen Miller

AM:gb
cc: Members of the Board
Maurice B. Mitchell
George Probst

(Copy 2/9/54)

ENCYCLOPAEDIA BRITANNICA FILMS INC.
Wilmette, Illinois

Office of the
President

February 4, 1954

Mr. Allen Miller
Radio and Public Relations
State College of Washington
Pullman, Washington

Dear Mr. Miller:

I talked with Mr. Mitchell on the telephone today, and he asked me to write you and confirm the prices on the N.A.E.B. albums which he discussed with you, as follows:

$37.50 for the Jeffersonian albums;
$42.50 for the others.

He therefore suggests that you go ahead and have an agreement drawn up and sent for signature; and just as soon as the agreement has been signed, to go ahead and announce the price increase on behalf of N.A.E.B. before EBF announces that we are distributing the albums, as we do not want to be identified with the price increase.

We will ask our promotion and advertising department to get together with George Probst to sketch a brochure which will contain the announcement of our distribution of these albums; but this brochure will not be released until you have confirmed our agreement by having the contract signed.

Sincerely yours,

/s/ Grace George

Secretary to
Maurice B. Mitchell

gg

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB

February 12, 1954

Mr. Graydon Ausmus
Station WUOA
University of Alabama
University, Alabama

Dear Graydon:

On January 30 Marcus Cohn addressed a letter to me describing the new rule making procedure proposed by the FCC where they would impose a license fee structure on applicants for the filing of applications for radio or television facilities.

It seems to me this has serious implications for the various member stations in the organization and in the event you have not already received this item perhaps you would wish to have him offer comment on behalf of the group.

Insofar as Iowa State College is concerned I have told Marcus Cohn, as our attorney, that we object in principle to the establishing of license fees and application fees proposed by the Commission. I further suggested that while the amount indicated by the FCC presently was nominal once the principle was established there is nothing to prevent the fee from becoming excessive and it violates in my opinion--again in principle--the freedom of access to communication facilities.

In other words, I believe the principle is wrong notwithstanding the fact to some degree the matter is academic; it is academic for the reason anyone has to have money to get into this operation. However, for marginal stations a $325.00 fee is a serious item.

Yours sincerely,

Richard B. Hull
Director of Region IV

RBH:dm
cc: Officers and Directors

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

OFFICE OF THE TREASURER
14 Gregory Hall
Urbana, Illinois
February 12, 1954

MEMO

To: NAEB Board of Directors
cc: Harry Skornia

From: Frank E. Schooley F E Schooley

Re: Proposed EBF deal

I have just received Allen Miller additional data regarding the proposal that EBF be given a contract to promote and sell NAEB albums.

For reasons, I believe I explained at our Ames Board meeting, I am still opposed to making any such agreement now with EBF or with anyone else.

I vote NO.

I would have voted NO at Ames.

Mr. Graydon Ramm

CONFIDENTIAL

TO: Directors
Executive Committee

FROM: Skornia H.J.Sk

DATE: March 4, 1954

Only in between trips, so this will be brief:

1) Mitchell of EBF is protesting the Morris letter as "Character-Assassination" and asking retraction. Did not address us, but Steetle (and Morris). Did talk to me in Chicago yesterday. I chatted with Morris first. Suggested to Mitchell that we'd be glad to correct any inaccuracies or wrong deductions to our officers, but suggested, since quotes seemed authenticated that we not get into too wide distribution or it would become worse rather than better. Keeping in touch with Cohn and Morris. Will keep you informed.

2) If NAEB is to be active before the FCC on multiplex and other issues, I need guidance. Up to the present, NAEB reactions seem conflicting, so I've done nothing but request that Cohn and Marks watch and report to us. I believe our AM-TV-FM members-status makes a unified "NAEB Stand" on this very difficult. Do you favor the proposed multiplexing proposal?

3) Next couple of weeks I'll be out of town most of time. Office can always reach me (Chicago March 5 (Newburn) and 9 (Griffiths).) East Lansing March 14-17; Battle Creek March 18 at Van Duyn invitation.

4) DAVI Audio-Visual Members very interested in our albums. Also continuing discussion, with them, of duplication possibilities, if and when we have facilities, and if and when their project is further clarified. Rather nebulous yet.

5) Re: New York Monitoring Study. Mr. Remmers says that the results are coming out of the Statistical Bureau at Purdue in "great gobs" He hopes to have a preliminary report by next month.

CONFIDENTIAL

TO: NAEB Officers

FROM: Skornia HAC

SUBJECT: For Intensive Discussion at Columbus.

DATE: March 11, 1954

A few hard questions growing out of informal discussion with Griffiths of FAE yesterday:

1. What do we feel are the steps which need taking to shape the destiny of educational TV in the U.S. involving and utilizing the best thinkers, scholars and subject matter specialists available?

2. Assuming the definition of a working conception, does the NAEB feel itself in a primary or secondary position and/or status to handle this problem? (The NAEB often protests being called a group of "operators." Yet whenever it needs to do hard-thinking it seems to need to call on philosophers, social scientists and others outside its group of official representatives of member institutions. Does this mean that the NAEB should not claim to represent educational TV (and/or radio for that matter) at the social responsibility and philosophy level?)

   I at this point indicated that our whole institutions were members and it was natural to call on our philosophers for philosophy, etc. I do feel, though, an urgency to get together college and university presidents, etc. (the group discussed at Oklahoma) as soon as possible to plot the NAEB's role, while a significant one is still possible (the Hovde-Carmichael-Miles-Allen Miller activities and discussion area, to mention only a few "cue" words). Even if Headquarters funds must be used, I believe we should consider (at Columbus).

3. Does a "Penn State Two Years Later" conference not need holding? It should this time be one of stations instead of only dreams and plans --- and stations should mean the NAEB. But has the NAEB grown enough to handle or coordinate this? If not, who should?

4. I believe we're at a crossroads at which some haste and decisiveness must be shown in the next few weeks in making definitive our statement (finalized) of NAEB aims and purposes, with fairly cogent schedule of assuming the various functions now scattered among numerous groups. The "Think Session" proposed at Oklahoma (with top people in limited numbers) also appears to be a pressing need.

(ON BEHALF OF GRAYDON AUSMUS (WHO IS MOMENTARILY COVERED UP) AS WELL.)

Board Memos

CONFIDENTIAL

TO: ALL OFFICERS
FROM: SKORNIA H.S.M.
DATE: FEBRUARY 22, 1954

Please note paragraph 3, and give me any thoughts you may have on this. It may mean consideration of the possibility and desirability of the creation of a second TV distribution facility, and I'd be grateful for your thinking before I go up.

COPY

NATIONAL PROJECT IN AGRICULTURAL COMMUNICATIONS

February 15, 1954

Dear Mr. Skornia:

It gives me great pleasure to inform you that the Conference on Agricultural Films for Television has been scheduled for March 15-16 in Room 101, Kellogg Center, Michigan State College.

You and others interested in educational motion pictures and television programs are cordially invited to participate in a review of the problems and possibilities relating to using and exchanging agricultural motion picture footage for television.

Purpose of the conference is to determine the need, mutual desirability and feasibility of establishing a facility to make agricultural motion picture footage available to all concerned with programming and producing television shows. If it seems appropriate, we will then consider and develop recommendations on standards, policies, and procedures for the establishment of such a facility.

Two weeks prior to the conference date, a reminder will be sent to you in the form of questions, problems, and suggestions received from interested groups throughout the country. These might help your pre-conference thinking.

Please complete the enclosed reservation blank and return it immediately to the Kellogg Center, here at Michigan State College.

We are also enclosing three copies of a voucher which will take care of your travel and expenses as requested. If you can complete a duplicate set of these and give them to us at the end of the conference, we will process them for immediate payment.

Travel under this project is exempt from Federal taxation and enclosed are four tax exemption forms for your use when purchasing your tickets.

We are certain your ideas and efforts will contribute to the development of ways for making effective agricultural motion picture footage available for television.

Sincerely,
/s/ Stanley Andrews

Stanley Andrews
Executive Director

SA:jf
Enclosures

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

February 16, 1954

TO: The Entire Board and the Executive Director

FROM: Graydon Ausmus, President

SUBJECT: The EBF Proposal

On the day I received Allen Miller's review of the EBF - NAEB collaboration on the distribution of NAEB albums, I received a report from Jimmy Morris of KOAC on an appearance Maurice Mitchel made in Oregon and his sound thumping of educational television. Jimmy notes that he has done the cause of educational television there in that state irreparable damage. This further convinces me that I was correct in voting "no" on the EBF proposal.

FOR YOUR INFORMATION: At the JCET Board Meeting last week plans for a West Coast regional conference on educational television were discussed. JCET, in line with its basic responsibilities, is planning this conference. Because I think it is important that NAEB be represented as often as possible in this kind of conference, I volunteered the services, including travel, of one NAEB man to serve as a consultant for this conference. I will follow this suggestion through and try to get Skornia named as our rep.

The NAEB representative on the JCET Board serves from April 1 to the end of March of the following year. I am again naming myself as the NAEB representative on that Board, with John Dunn alternate.

Graydon

To: All Officers

From: Harry Skornia

Date: February 23, 1954

At Graydon's excellent suggestion, just a note on my recent trips, etc. Just back from Atlantic City where I took part as panel participant on Joint AASA- NEA Session, on which Armand Hunter and Harry Newburn were speakers: BLAZING NEW TRAILS IN EDUCATIONAL TELECASTING.

Good talks. Lively discussion. But rather small crowd. High praise for fine job done by Hunter for JCET Exhibit-demonstration there.

Interviewed two engineer candidates (Bailey and Bonvouloir) also, to make the 1½ day trip worthwhile.

Off to Chicago for DAVI recordings committee meetings and conference March 2-5, with meeting (with Graydon) with Harry Newburn scheduled for March 5.

Then off to East Lansing to represent (at their expense) NAEB at AAACE Joint Project sessions at East Lansing March 15-16, stopping at Kellogg, Battle Creek, to pay my belated respects, either on the way to or from East Lansing.

Thereafter, upcoming: IERT and possible west coast trip if services requested there at TV conferences as per Graydon's earlier note.

Hill will now be covering at Headquarters when I'm away.

Regards,

HJS:do

NAEB HEADQUARTERS
14 GREGORY HALL
URBANA, ILLINOIS

February 24, 1953

Dear

Just a note to thank you for your recent letter on behalf of as a candidate for the position of NAEB Associate Director. It was appreciated and I know required time and effort at a busy time.

Although he was now finally accepted, he was given all consideration. I'm sure he appreciated your efforts as we did.

The attached will indicate the final decision in the selection of the NAEB Associate Director. I'm sorry that the number of fine people who wrote on behalf of applicants makes it physically impossible to write each of you a personal letter, as you deserve.

Most sincerely,

Harry J. Skornia
Executive Director

HJS:ms

NATIONAL ASSOCIATION
OF EDUCATIONAL BROADCASTERS

NOTE TO OFFICERS: THIS WAS SENT TO EACH PERSON WHO WROTE ON BEHALF OF A CANDIDATE. EACH CANDIDATE HIMSELF RECEIVED A PERSONAL LETTER TELLING OF HILL'S SELECTION, TELLING WHO HE IS, AND THANKING FOR APPLICATION.

H. Hc.

NAEB HEADQUARTERS
14 GREGORY HALL
URBANA, ILLINOIS

TO: All NAEB Officers

FROM: Harry J. Skornia

DATE: February 24, 1954

As of yesterday, with all Directors heard from, Harold Hill was approved as Associate Director. After discussion with Robert Van Duyn of the Kellogg Foundation and appropriate University authorities, he is now a part of Headquarters staff as NAEB Associate Director.

Mr. Quasnick

March 5, 1954

Memo:

To: Officers
Board of Directors
Executive Director
Associate Director

From: John Holt

Re: Adlai Stevenson and Harvard Godkin Lectures

Miss Fleming and Gentlemen:

I believe the enclosed copies of correspondence between Ralph J. Tangney, WGBH, and me are self-explanatory.

May I suggest that this matter might well be discussed at the Columbus meeting?

Sincerely,

John Holt

JH:do

COPY

WGBH LOWELL INSTITUTE COOPERATIVE BROADCASTING COUNCIL

March 3, 1954

Mr. John Holt
Network Manager
NAEB Tape Network
University of Illinois
14 Gregory Hall
Urbana, Illinois

Dear John:

On March 17, 18 and 19, we will be broadcasting live the Harvard Godkin Lectures by Adlai E. Stevenson on the subject A Troubled World. The individual titles for the lectures are:

1. Ordeal of the Mid-Century
2. Perpetual Peril
3. Some Cautionary Comments

We intend to tape record the complete lectures off the air, and I am writing to you and to WNYC to ascertain whether you are interested in receiving these lectures for immediate distribution, as a special, on the NAEB Tape Network.

I anticipate that the three lectures will run an hour and one-half to two hours each. The first hour or so being the lecture; the remainder of the period, questions from the audience. We have had a great deal of experience with this type of audience pick-up covering the Godkin Lectures by Senator Douglas in 1952, and General Lucius D. Clay in 1953. Through an elaborate battery of microphones we intend to pick up every question.

The Godkin Lectures are an annual series at Harvard concerned with "the essentials of free government and the duties of the citizen." In the past they have turned out to be solid explorations in the fields of government and foreign policy, skirting political partisanship.

I have made an initial request for permission to broadcast tape recordings of the lectures on the NAEB Network, and if you and Harry give me the go-ahead I feel confident that final permission can be received.

I feel strongly that these lectures might well turn out to be a high point of broadcasting for the network, and feel that a great deal is to be gained through immediate distribution. Can you give me a decision on this so that the necessary arrangements can be carried through?

Very truly yours,
/s/ Ralph
Ralph J. Tregney
Program Manager

RJT:jm

AIR MAIL—SPECIAL DELIVERY

March 5, 1954

Mr. Ralph J. Tangney
Program Manager
Station WGBH
Symphony Hall
Boston 15, Mass.

Dear Ralph:

Thanks for offering in your letter of March 3 programs of the Harvard Godkin Lectures by Adlai E. Stevenson. We could not distribute them immediately ever. if we felt that circumstances demanded and justified our by-passing the Network Acceptance Committee, or in this case, the Board. At present we are devoting every effort to the improvement of the In-School Program distribution system—with success, thanks to the help of the In-School Program Committee.

Not questioning the probable quality of the Stevenson lectures, but foreseeing possible political repercussions, I have discussed the matter with Harold Hill, our new Associate Director, who agreed with us that this offering was a matter for NAEB officers and directors. The question and its answer will imply a principle and a policy.

I am, therefore, sending copies of our letters to those listed below. I hope you will go ahead with arrangements for recording and possible distribution in case we receive a positive answer.

Best regards.

Sincerely,

JH

John Holt
Network Manager

JH:do
cc: Officers
Board of Directors
Executive Director
Associate Director

To: [illegible] and Executive Committee

From: A. J. Muste

Date: March 2, 1956

In response to a request from the Board, by Irwin[illegible] action thereon, the C. K. Kellogg Foundation has made an additional grant to the WRL as follows:

For new typewriter, remain[illegible] of $2 over $5. $ 45.00

For 3 complete Dictaphone and Dictamat units (transcribers, 3 [illegible] of belt time each to record room to work over, replacing belt every other [illegible] hour) 1,454.00

$1,499.00

We have as in many other similar specific [illegible] projects or [illegible] expenses we [illegible] They are not [illegible] for current purposes, in [illegible] would [illegible] the [illegible] and significance of [illegible] [illegible] Others will [illegible] the [illegible] [illegible] have [illegible] to [illegible] [illegible] the [illegible] of the [illegible], or to [illegible] [illegible] [illegible] of the [illegible] of world [illegible] [illegible] world. [illegible] thanks [illegible] to the C. K. Kellogg [illegible].

All [illegible] follows and [illegible] should be [illegible] [illegible] and [illegible] [illegible] [illegible]

CONFIDENTIAL FOR NAEB MEMBERS ONLY CONFIDENTIAL

TO: Harold Hill

FROM: Harry J. Skornia

RE: If Mitchell is heard from during my absence.

DATE: March 11, 1954

1. Indicate our willingness to carry in the NAEB Newsletter a one-page statement of how he (really) feels about educational television and broadcasters. If factual, I'd also be glad to distribute to NAEB Officers (and to all who are known to have seen or received his letter) longer correction.

CONFIDENTIAL FOR NAEB MEMBERS ONLY.

C O P Y

OREGON STATE SYSTEM OF HIGHER EDUCATION
GENERAL EXTENSION DIVISION
RADIO STATION KOAC
CORVALLIS, OREGON

March 6, 19V4

Dr. Harry Skornia
Executive Director
National Association of Educational Broadcasters
Urbana, Illinois

Dear Harry:

Many thanks for your note of March 4. Your more optimistic tone pleases me, naturally. Copies of the Mitchell letter to Steetle have been forwarded as you suggested.

Ralph and I talked this thing over by telephone yesterday, and I know that he has also talked with John Richards, who now is at Eugene as vice-chancellor of the State System of Higher Education. Perhaps Ralph has also called you since then and that you now know what additional details he had to give.

Steetle has replied to Mitchell that the J.C.E.T. is glad to know of his present attitude towards educational television and will be glad to give such a statement distribution. Ralph is of the opinion that Mitchell is so in the fire over the affair with E.B. films that he had to take such a stand but that the whole thing will blow over.

For your information, too, the legal representative for our institutions would be the attorney general for the State of Oregon, and I'm sure if anything further should happen Richards will call upon him for assistance.

Best regards,

/s/ Jimmie

James M. Morris
Program Manager

NAEB Headquarters
Copy Made 3-11-54.

CONFIDENTIAL FOR
NAEB MEMBERS ONLY.

COPY

March 1, 1954

Mr. Ralph Steetle, Executive Director
Joint Committee on Educational Television
1785 Massachusetts Avenue, N.W.
Washington, D. C.

Dear Mr. Steetle:

I have on my desk a photostatic copy of a letter addressed to you dated February 4, 1954, and signed by James M. Morris, Program Manager of Radio Station KOAC in Corvallis, Oregon. This letter is written on the official letterhead of the Oregon State System of Higher Education. I am advised by many people that this letter has been photostated and otherwise reproduced and given extensive distribution by you and other members of your organization, as well as by Mr. Morris.

This is to advise you that this letter is a thoroughly inaccurate report of a talk given by me before the Oregon Audio-Visual Education Association on January 29th. It contains malicious distortions, deviations from the facts, and is in every way a deliberate attempt to do damage to my character and to attribute to me attitudes and statements which may not be so attributed on the basis of any existing facts. In short, this is a vicious attempt to perpetrate a damaging slander.

To permit this situation to exist without protest could be construed as acceptance on my part of the validity of this attack, and I simply cannot do that. I therefore call upon you to advise me by return mail of the names of all persons to whom you are and have been distributing this document, and to prepare at once to purge yourself of guilt in this matter. If I do not get satisfaction from you and get it quickly, then I will be forced to take such steps as will be necessary to bring this matter before the proper authorities and seek adequate compensation for the harm you are trying to do me with this vicious and unfounded slander.

I must say that I am shocked beyond words at the depths to which you and your people will descend in response to the receipt of a letter such as that written by Mr. Morris. Apparently no effort was made to check the accuracy of any of the statements contained therein. It is therefore evident that there was no desire to check the truth of these statements and that there was instead a deliberate use of this document for malicious and destructive purposes.

Very truly yours,

Maurice E. Mitchell
President

MEM:gg

cc: Davis & Gilbert, Attorneys, N.Y.C.
Attn. Mr. A. M. Gilbert

cc: Mr. James M. Morris
Station KOAC, Corvallis, Ore.

cc: Mr. Rex Putnam, State Supt of
Public Instruction, Salem, Oregon

cc: Mr. Curtis Reid, Dir. Dept. of
Visual Instruction
Oregon State System of Higher Ed.
Corvallis, Oregon

NAEB Headquarters
Copy Made 3-11-54.

C O P Y

W. K. KELLOGG FOUNDATION
BATTLE CREEK, MICHIGAN

March 9, 1954

Dr. Harry J. Skornia, Executive Director
National Association of Educational
Broadcasters
University of Illinois
Urbana, Illinois

Dear Harry:

I hope I didn't promise you that I would be in town the week of March 15. I might have done so inasmuch as I did have a tentative trip scheduled which was cancelled. Then while I was away last week, not knowing of your letter of March 1, I reconfirmed commitments which will take me away the entire week probably beginning March 14. Unfortunately, I understand many other people from the Foundation are going to be away. I believe Dr. Morris is also leaving that week end for a month's holiday; otherwise, you would have the opportunity to see him.

I'm sorry about this but hope there will be another opportunity soon for you to see us at the Foundation.

Sincerely,

/s/ Robert VanDuyn

Robert VanDuyn

RVD/ms

COMMENT BY SKORNIA: C'est la vie! (Slightly edited version of earlier reaction).

NAEB Headquarters
3-11-54.

March 11, 1954

Mr. James F. Macandrew
Director of Region I
National Association of Educational
Broadcasters
Station WNYE
Board of Education
29 Fort Greene Place
Brooklyn, New York

Dear Jim:

Board meetings are scheduled from 9:00 AM April 5 through (all day)
April 6.

Will correct the address plates, Jim. Thanks.

Sincerely,

Harry J. Skornia
Executive Director

HJS:ms
cc: Executive Committee
Directors

COPY

WAAB

34 Mechanic Street, Worcester 8, Massachusetts

George F. Wilson, President Telephone 2-5611

February 26, 1954

Mr. Harry J. Skornia, Executive Director
NAEB
University of Illinois
119 Gregory Hall
Urbana, Illinois

Dear Mr. Skornia:

This letter is being written on behalf of Felix Bonvouloir who, I understand, is applying for a position with your organization as an engineer.

Mr. Bonvouloir was employed at WAAB for a period of about two years, during which time he discharged his duties as Chief Engineer with credit. During this time we applied for a television license, which involved a competitive hearing. This of course required a great deal of paper work. We did not find it necessary to hire a consulting engineer, as is normal, because of Mr. Bonvouloir's outstanding qualifications. His ability relieved us of this expense. I might add that we were successful, so that the work was obviously done properly.

Mr. Bonvouloir left of his own volition for a higher salary and I am sure that you will find his services highly satisfactory.

Sincerely yours,

WAAB, INC.

/s/ George F. Wilson

George F. Wilson

GFW:mm

Copy made March 11, 1954
NAEB Headquarters

TO: ALL NAEB OFFICERS (AND ENGINEERING COMMITTEE)

FROM: Skornia

DATE: March 11, 1954

1. Sorry Bailey withdrew application. Data on next best candidate at present is enclosed.

2. Kine requirement for NAEB engineer now has been withdrawn. Bailey informed but there were other reasons (see attached). Engineer funds agreed to for at least two years.

3. Funds for NAEB Personnel Placement Office (two years) now approved. Person in charge will be named in a few days. NAEB then (by common agreement of NCCET, JCET, FAE, NAEB) will take over this function from the NCCET which has until now been operating a placement-bureau-type service until the NAEB could take over.

4. Other items attached should be self-explanatory. Ausmus and/or I will have report soon on recent meetings with Harry Newburn and G. H. Griffiths.

C O P Y

120 Lafayette Avenue
Haddonfield, New Jersey
February 27, 1954

Dr. Harry J. Skornia
Executive Director of National
Association of Educational Broadcasters
University of Illinois
Urbana, Illinois

Dear Dr. Skornia:

A satisfactory solution to the questionable factors discussed in our conference at Atlantic City does not appear probable at this time; therefore, I consider it advisable to withdraw my application. The urgency of expert advice on kinescope recording would be difficult to fulfill and the amount of travel might be objectionable. The latter would become less important if provisions were possible with regard to permanency, retirement fund, etc.

I am grateful for your interest in my qualifications and trust you will be successful in finding a desirable candidate. If further developments should change the present aspect of your requirements, I would appreciate being informed. Also, I would be most appreciative of information concerning educational institutions seeking a chief engineer or similar candidate.

My thanks for the opportunity of meeting with you at Atlantic City. It was a profitable and enjoyable evening for me.

I would be very happy to learn of your progress in obtaining a consultant and to know of future plans of interest.

Sincerely yours,

/s/ Ralph E. Bailey

LATER BY SKORNIA: Definitely withdrew by telegram March 11, following later letter by me.

NAEB Headquarters
3-11-54

COPY

Box 1028A, Route 4
Sarasota, Florida

March 6, 1954

Mr. Harry J. Skornia, Executive Director
N A E B
University of Illinois
119 Gregory Hall
Urbana, Illinois

Dear Mr. Skornia:

I have your letter of February 26, regarding my confidential evaluation of Felix D. Bonvouloir.

He joined the staff of WAAB, Worcester, Massachusetts, soon after my purchase of that station in 1950, and continued to serve in the capacity of Chief Engineer throughout the period of my ownership. I found him to be entirely reliable, with a deep sense of responsibility and a meticulous sense of perfection.

Not only did he have more than enough engineering experience to properly maintain a 5,000-watt directionalized station on the air, but constantly expanded his knowledge thru study. My many TV discussions with him have convinced me that he had already made great strides in acquiring TV knowledge when I sold the station late in 1952.

Mr. Bonvouloir is head and shoulders above the average engineer with a thirst for knowledge of programming and all other factors that enter into the effective operation of a broadcast station.

I can recommend him without limitation for the position you obviously have in mind.

Very truly yours,

/s/ Bruff W. Olin, Jr.

Bruff W. Olin, Jr.

Copy made 3/11/54
NAEB Headquarters

COPY

NATIONAL BROADCASTING COMPANY, INC.
RCA Building, Radio City, New York, N. Y.

March 6, 1954

Mr. Harry J. Skornia
Executive Director
National Association of Educational Broadcasters
University of Illinois
119 Gregory Hall
Urbana, Illinois

Dear Sir:

My apologies for this late reply to your inquiry of February 26. I have just returned to my desk following a month's absence on an assignment in the Kentucky caves.

Felix Bonvouloir was a member of a special O.S.S. team in World War II.

We were assigned to re-capture Radio Stuttgart and to operate it as a Voice of Military Government.

The Germans, stubbornly retreating, did what they thought to be a complete job of sabotage. They believed Stuttgart would not be heard again.

Thanks to Captain Bonvouloir and two other officer-engineers, I was able to restore the station to the air within two months - between April 8 to June 15, 1945.

It required much additional assistance. Felix and his two fellow-officers itemized the damaged parts in a matter of a few days. I then scattered the rest of my team throughout German.

Aided by Counter-Intelligence Corps and Signal Corps leads, these parts were assembled and Felix and the two others rebuilt the station, including new towers to return us to the air before the United States ha established headquarters in this area of Germany.

For such men and such team-work I have nothing but praise and confidence in their ability.

I am certain Mr. Bonvouloir will exceed your expectations.

Sincerely,

/s/ Wm. Burke Miller
Night Executive Officer

WBM:JC

COPY

CBS RADIO
485 Madison Avenue, New York 22, New York . Plaza 1-2345

Gerald F. Maulsby
Manager of Network Broadcasts

March 3, 1954

Mr. Harry J. Skornia
Executive Director
National Association of
Educational Broadcasters
University of Illinois
119 Gregory Hall
Urbana, Illinois

Dear Mr. Skornia:

I knew Felix Bonvouloir during the war at a time when we were rehabilitating radio stations in the then recently liberated countries of Europe.

His efficiency, imagination, and adaptability were very impressive and he left behind him a record of solid accomplishment. I am happy to recommend him to your serious consideration.

Sincerely yours,

/s/ G. F. Maulsby

GM:dh

Copy made 3/11/54
NAEB Headquarters

To: NAEB Actives, Associates and Affiliates--

From: Harry J. Skornia

Date: March 12, 1954

URGENT

If Instructional work at your institution is separate, please pass on to persons involved.

Deadline for Reply: March 22, 1954

(Note: This questionnaire is not to be construed as a promise that any or all of the type funds suggested will be available. However, time is of the essence. Your most thoughtful replies are needed. Final decisions and possible availability of funds depend on what answers are secured.)

1. Do you now have planned for this summer intensive short sessions (generally two or three weeks) which would be of value to educational television station staff members, for which you would like (for possibly improving it significantly), or would need, financial support in the form of possible scholarship or fellowship grants? If so please list, describe, and state how much support (total and estimate per person attending) would be needed. (General or routine "summer sessions" courses would generally not qualify. Preferred are the intensive sort such as the NAEB TV Production Workshop and NAEB Management Seminar of Summer 1953.) (If additional space is needed for any answer, please type on separate sheet(s) and merely indicate by number).

2. List the areas of priority, in which, in your opinion, such training is needed. (Eg: 1) Engineering 2) Writing etc.)

3. What share of the cost of this program would your institution bear?

4. What (qualified (instructional) staff is or would be available?

5. What staff suggested names) beyond this, could and would you get, if funds were available? What fees (approximately) would each receive?

6. What facilities would be available for this workshop? Give sample schedule.

7. What dates would (have to) be involved?

8. Would adequate, economical housing be available?

9. Do you know of any other institutionally planned workshops which might also qualify (particularly in engineering, programming, production, writing, or management)?

10. For courses mentioned above, attach descriptions or outlines which might be used for consideration by a committee in case grants are available.

11. List here any staff members (whose usefulness to educational TV would be increased thereby) whom you might recommend for such workshops or summer sessions.

12. List any persons of primary responsibility in educational television, or both television and radio, who might be recommended for special study grants or scholarships (not necessarily at one institution) as might be or become available, preferably for summer study. (This need not be at the sort of workshops referred to above.)

13. Have you workshops to suggest which could best be operated as primarily NAEB-sponsored ones, in cooperation with existing institutions, such as was done last summer?

CONFIDENTIAL

TO: NAEB Executive Committee and Directors

FROM: Harry Skornia

SUBJECT: Proposed Budget

DATE: March 29, 1954

Herewith proposed budget. I'll have numerous supporting items for discussion at Columbus, such as for committees to begin to pay part of own exponses for meetings, etc.

Important NOTE

By agreement with Graydon: Only Executive Committee will meet Monday during the day. Full Directors meeting begins at 8:00 P.M. Monday.

CONFIDENTIAL

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS
Proposed Budget for July 1, 1954-June 30, 1955

NAEB BUDGET SUMMARY		
Salaries and Wages		$46,330.00
Seminars, Travel, Research		13,500.00
Supplies and Expenses		17,250.00
Administrative Expenses		2,525.00
Contingencies (general)		1,000.00
Total		$80,605.00
NAEB HEADQUARTERS (KELLOGG)		
Salaries and Wages		$27,721.28
Seminars, Travel, Research		13,200.00
Administrative Expenses		2,200.00
Supplies and Expenses		5,500.00
Contingencies (general)		500.00
Total		$49,121.28
NAEB TAPE NETWORK (NAEB & KELLOGG)		
Salaries and Wages		$18,608.72
Travel		300.00
Administrative Expenses		325.00
Supplies and Expenses		11,750.00
Contingencies (general)		500.00
		$31,483.72
Income		
Headquarters		
Kellogg (1)	$44,000.00	
Other Income (2)	7,530.00	$51,530.00
Network		
Kellogg (3)	$ 6,500.00	
Assessment Fees	29,075.00	35,575.00
		$87,105.00
Less Revised Anticipated Deficit from 1952-54		6,500.00
		$80,605.00

(1) Will actually receive only $41,950.83 in new money from Kellogg, but, by agreement, $2,049.17, must be carried over from this year's grant. This sum is the balance that will be left from the $5,000.00 granted this year for salary of the Associate Director, and must be deducted from the $8,000 granted for that purpose next year. The excess in this year's grant is due to the fact that the Associate Director was not hired until February 15, 1954.

(2) From Materials and Services provided by Heqdquarters on a re-imbursable basis.

(3) Calculated as follows:

Class A - 23 @ $600.00
Class B - 18 @ 375.00
Class C - 31 @ 275.00

It was estimated that the increase in fees on July 1, 1954 would result in no decrease in Class A subscribers, a loss of three Class B and six Class C. The following table was used as a basis for this estimate:

Class	Actual Number	On Net 4/1/54	Never On Net	Dropped Since Fees
A	25	23	1	1
B	27	21	2	4
C	53	37	7	9

CONFIDENTIAL

BUDGET ANALYSIS:

	Network	Headquarters
Salaries and Wages		
Executive Director HS	$	$10,000.00
Associate Director HEH		7,200.00
Secretary		3,400.00
Labor	1,040.00	4,160.00
Network Manager JH	4,320.00	
Traffic Manager RTB	3,600.00	
Shipping Manager	3,800.00	
Duplicator Operators	3,780.00	
Retirement (Employer's Contribution)	1,178.63	1,592.28
Workman's Compensation	242.55	369.00
Contingencies	647.54	1,000.00
	$18,608.72	$27,721.28
Supplies and Expenses		
Mailing, Express, Freight	$ 6,000.00	$ 1,200.00
Mailing materials for Network	600.00	
Office supplies and expenses	500.00	500.00
Periodicals, books, clipping service		500.00
Telephone and telegraph	500.00	1,300.00
Recording service	150.00	
Tape replacement (incl. boxes & reels)	3,000.00	
Equipment (incl. part replacement)	500.00	500.00
NAEB Publications & Reports(1)	500.00	1,500.00
	$11,750.00	$ 5,500.00
Seminars, Travel and Research		
Seminars	$	$ 2,000.00
Regional Meeting		1,500.00
Exec. Com. & Directors Meetings		2,500.00
Office(r) Travel	300.00	2,700.00
NAEB Committees		1,500.00
Research		1,000.00
Committee reports & publications(2)		2,000.00
	$ 300.00	$13,200.00

(1) To include all costs of art work, printing and stenographic bureau services for publications from this headquarters (including News-letter), not including committee and research reports which should be charged to expense of committees (see below).

(2) For printing costs for reports growing out of meetings and research. This year a great deal of expense was incurred by headquarters (and charged to supplies and expenses) when they should more properly have been charged to committee expenses. Otherwise, headquarters expenses are not shown in their true light.

ORIGINAL GRANT — KELLOGG — CONFIDENTIAL

	CAPITAL OUTLAY NON-RECURRING	NETWORK	HEADQUARTERS	TOTAL
1951-52	$19,350.00	$21,500.00	$ 34,000.00	$ 74,850.00
1952-53		16,500.00	34,000.00	50,500.00
1953-54		11,500.00	34,000.00	45,500.00
1954-55		6,500.00	34,000.00	40,500.00
1955-56			34,000.00	34,000.00
Total Grant				$ 245,350.00

SUBSEQUENT GRANT

	1953-54	1954-55
Repair of original dupl.	$ 2,000.00	$
New duplicator	10,000.00	
Additional Tapes	3,000.00	
Associate Director	5,000.00	5,950.83*
Travel funds	2,000.00	2,000.00
Totals	$ 22,000.00	$ 7,950.83

*Original grant was to be for $8,000. However, since Associate Director was not hired until February 15, 1954, only $2,950.83 of the $5,000 for 1953-54 was used during that period, and, by agreement with Kellogg, the balance of $2,049.17 is to be carried forward to 1954-55 and the grant for that year reduced by that amount.

TOTAL REVISED GRANTS FOR 1953-54 & 1954-55

	NETWORK	HEADQUARTERS	TOTAL
1953-54:			
Original grant	$11,500.00	$34,000.00	$45,500.00
Subsequent grant	15,000.00	4,950.83*	19,950.83*
Total	$26,500.00	$38,950.83	$65,450.83
1954-55			
Original grant	$ 6,500.00	$34,000.00	$40,500.00
Subsequent grant		10,000.00*	10,000.00*
Total	$ 6,500.00	$44,000.00	$50,500.00

*Corrected to show the amounts actually available for salary of Associate Director in the years indicated, although the amounts received each year will correspond to the figures shown in the chart above showing the subsequent grant and explained in footnote to that chart.

ORIGINAL BUDGETS PER KELLOGG GRANT CONFIDENTIAL

Nonrecurring Capital Expenditures:

Tape duplicator	$11,000.00
Tape recording equipment	1,000.00
Tape playback unit and speaker	1,000.00
Tape	5,250.00
Shipping cartons and labels	100.00
Installation costs	1,000.00
Total	$19,350.00

Network:

Salaries	$13,600.00
Packaging and shipping tapes	4,400.00
Office expenses	500.00
Replacement & maintenance of equipment	3,000.00
Total	$21,500.00

Headquarters:

Salaries	$12,000.00
Committees (on special net program series)	2,500.00
Informational and audience building materials	4,000.00
Workshop	8,000.00
Community studies	2,500.00
Travel	3,500.00
Office Expense	1,500.00
	$34,000.00

NB: The budget for the network operation would remain constant over the years, but the sliding decrease in Kellogg grant for the network would be gradually absorbed by a sliding increase in network fees assessed against member stations.

TO: NAEB Committee Chairmen, and Officers
FROM: Harry Skornia HS
DATE: March 31, 1954
SUBJECT: Committee Reports to Directors

Few Committee Chairmen have been heard from in answer to mine of March 19, re reports to Directors. On the basis of replies to date, however, herewith the tentative schedule of Committee Chairmen (and others') reports (or visits) to Directors' Meeting, all of them the morning of April 7:

8:30 AM Richard Bell Deputy, Associate Members Committee
9:00 AM James Miles (Constitution, Conference schedule, Publications)
9:30 AM Edwin Browne or Deputy, Professional Advancement Committee
10:00 AM Robert Coleman and H. H. Remmers, Research Committee
10:30 AM Waldo Abbot, Network Acceptance Committee
11:00 AM Carl Menser, Engineering Committee
11:30 AM Morris Novik, Union Relations
12 Noon Leonard Marks, Legal

All meetings will be in the NAEB suite, as now scheduled. Besides the above, all other Committee Chairmen are Board members not requiring specific scheduling except for TV Operations Committee and TV Program Planning Committee which are not now scheduled to meet.

Any of the above-mentioned persons who will be available in Columbus before Wednesday AM are invited to let me know, so we can move you up to Tuesday night, when more time will be available.

See you in Columbus.

MEMORANDUM

TO: ALL MEMBERS OF REGION II

FROM: EARL WYNN, DIRECTOR, REGION II

DATE: March 31, 1954

Since interest on the part of a faithful few only has been registered for our proposed regional NAEB meeting in Atlanta April 30 and May 1, I have had to make the decision to cancel the meeting at least temporarily. However, I will be in Columbus. I hope that many of you will also be there. Let us attempt to get our heads together for a three or four hour session one afternoon and make a final decision on this regional meeting as well as, I hope, some recommendations region-wise for Headquarters.

When and if you arrive at Columbus, please leave a message in my box at the Deshler-Hilton Hotel indicating where you are staying so that I might get in touch with you.

I look forward to seeing many of you in Columbus.

Earl

Earl Wynn
Director, Region II

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N
T

TO: ALL NAEB NETWORK MEMBERS

FROM: H. J. Skornia H.J.S.

DATE: April 14, 1954

Attached are copies of two letters from Marcus Cohn. Since several thousand dollars of the increased annual NAEB expenses, as well as your own, are due to the higher shipping charges this year for sound tapes beyond Zone 3, which represents nearly 2/3 of the tapes shipped to and from our Headquarters Office, some or all of you may be interested in carrying on with this. The next to the last paragraph of Marcus' October 13 letter explains why the NAEB as an organization can not bring any pressures to bear in this instance. This does not prevent individual members from getting together outside the framework of the NAEB to see what can be done to get tapes and records, as well as films, to qualify for the lower rates which last year went into effect, but were not applicable beyond Zone 3.

enclosures
cc: NAEB Officers
Cohn and Marks
DAVI

C
O
P
Y

Law Offices
COHN and MARKS
Cafritz Building
Washington 6, D. C.

April 12, 1954

Mr. Harry J. Skornia
Executive Director, NAEB
University of Illinois
119 Gregory Hall
Urbana, Ill.

Dear Harry:

Leonard has told me of his conversations with Jim Macandrew and others at the Columbus meeting in connection with the rates charged by the Post Office Department for sound recordings and for films.

Before writing you our letter of October 13, 1953 (a copy of which is enclosed) we had a series of conferences with the Post Office Department in an effort to persuade them to reevaluate their interpretation of the postal regulations. No matter how strenuously we argued the point we were unable to make any headway.

The recommendation which I made in the next to the last paragraph of my October 13 letter to you is, I think, the only way we are going to be able to accomplish the result you desire. From the current Administration's drive to raise as much funds as possible from every conceivable source, it is clear to me that the Post Office Department would not voluntarily change its interpretation of the regulations.

Sincerely,

/s/ Marcus
Marcus Cohn

Enclosure

cc: Graydon Ausmus
James F. Macandrew

copied 4/14/54wc

C
O
P
Y

Law Offices
COHN and MARKS
Cafritz Building
Washington 6, D. C.

October 13, 1953

Mr. Harry J. Skornia
Executive Director, NAEB
University of Illinois
119 Gregory Hall
Urbana, Illinois

Dear Harry:

I have looked into the questions raised by the Oklahoma schools and by the University of North Carolina concerning the preferential mailing rates for sound recordings and for 16 mm film and film catalogs. Your letters of September 18th to Mrs. Tucker of the Oklahoma schools and of September 30th to the University of North Carolina are absolutely correct.

Sections 34.83 and 34.84 of the postal regulations are substantially different, although both relate to fourth class postal rates. However, there are two different postal rates provided for thereby. The book rate as provided for by Section 34.84 is 8 cents for the first pound or fraction thereof plus 4 cents for each additional pound or fraction thereof. In contrast, the library rate is 4 cents for the first pound or fraction thereof, and 1 cent for each additional pound or fraction thereof, but applies only to parcels addressed for local delivery in the first, second, or third zone, or within the State. Thus, the specificity of Section 34.84 applying the substantially higher book rate to 16 mm film and film catalogs precludes its applicability to other types of recordings which are provided for at the lower library rate of Section 34.83.

As you undoubtedly know, both of these provisions of the postal regulations affording a preferential postal rate for the mailing of films and related material for educational use, stem from Public Law 141 which was passed by the 83rd Congress on July 20, 1953. This Act amends Sections 204 (d) and (e) of the Postal Rate Revision and Federal Employees Salary Act of 1948 which relates to Fourth-Class (Parcel Post) mail. The legislation and its history make clear that Section 1 thereof (now Section 34.84 of the Postal Regulations) was designed to make mail rates (the higher fourth class rate) then applicable to permanently bound books containing no advertising matters also applicable to 16 mm films and 16 mm film catalogs when sent through the mails except when sent to commercial theatres. Section 2 thereof (now Section 34.83 of the Postal Regulations) was designed to make mail rates (the lower fourth class rate) then applicable to books containing no advertising matter when sent by public libraries, organizations, or associations not organized

for profit also applicable to 16 mm films, film strips, projected transparencies and slides, microfilms, sound, recordings, and catalogs of such materials, when sent to or from (a) schools, colleges, universities, or public libraries, and (b) religious, educational, scientific, philanthropic, agricultural, labor, veterans' or fraternal organizations, or associations, not organized for profit.

Since Sections 34.83 and 34.84 of the Postal Regulations stem from the foregoing legislation and are a codification of this legislation, any desired changes would have to be brought about by further legislation and cannot be accomplished by merely requesting the Post Office to change its regulations -- or the Interstate Commerce Commission to enlarge the scope of the parcel post zones. In this connection, it may be of interest to you to know that the Postmaster General and the Bureau of the Budget opposed the enactment of Public Law 141 because of the resulting reduction in revenues and its adverse effect upon the continuing postal deficit. The Congress, however, from their report felt strongly that the benefits to be derived from the "widest possible dissemination of information both educational and cultural purposes is essential to our national welfare," and outweighed the considerations presented by the Postmaster General and the Bureau of the Budget.

Although additional legislation would be necessary to correct the discriminatory effects of the new postal rates upon NAEB tape recordings, you of course realize that the tax-exempt status of NAEB precludes it from lobbying. This prohibition, however, does not extend to the individual members of NAEB.

I hope you will find the foregoing information helpful, and that you will let me know if there is anything else I can do.

Sincerely,

Marcus Cohn

copied 4/14/54ws

TO : Executive Director, Officers and Directors, NAEB
FROM: John W. Dunn 11:05 a.m. CST 4/22/54

First, I must protest that our Executive Director does not give enough time for his letters to travel to distant points, be analyzed and replies formulated. His letter regarding Novik, etc, mailed at 8:30 p.m. April 20, arrived in Norman at 9:00 a.m. April 22. Hence, everything had to be pushed aside in the hope that an air mail special delivery might get to Headquarters by the 23rd. We are FORCED to operate within the limits of our budget; hence long distance calls and telegrams are used only in times of greatest need.

In our attempt to be so "hugh-hush" we have become too general in our statements about the "human relations project." Certain things must be spelled out for every one concerned.

1. We must emphasize to NAEB members and others that Novik's services must be the result of a REAL need after all local efforts have failed. Otherwise, the poor guy'll be kept hopping 'round the country needlessly. Also, this will make local person analyze more carefully his own situation and the resources at hand.

2. Novik (bless him) and all others concerned (including NCCET & JCET) must know that requests for Novik's services must be channeled through the Executive Director of NAEB. In making request for his services, member must reveal to NAEB Exec. Dr. the salient points regarding the difficulty at hand so that Novik and other interested parties can be notified. In other words, we must not leave the impression that all it takes is a crook of the finger to get Novik there. With this information under his belt, Novik can best plan his strategy and perhaps get information he needs before leaving New York.

3. Members requesting Novik's services should be aware that his request will be made known to other interested parties -- either in his own area or nationally.

In this connection, I can see no value attached to reporting to everyone. If, for instance, it's strictly in realm of TV, then it should be reported only to those who are actually in TV (either with CP or applicant).

Full Board of Directors should be notified at once. Exec. Dr. should use judgement. If he anticipates request is a "hot potato", then he should wait for Board Recation by telegram within given period before requesting Novik to move in. Otherwise, notification of Board would be routine.

4. Nowhere have we required Novik and interested parties with whom he would be working to file any kind of written report. This should be done for several reasons: (1) to protect NAEB's interests in case any eyebrows are lifted; (2) to serve as a guide in the future when FAE project is no longer with us. Files should be restricted and made available only to NAEB Members who need them for study.

I look askance at the gathering which is projected for Chicago. I think there's danger there for such a meeting immediately lifts everything out of the local and puts it on a national scale. There will be a tendency to reduce the whole thing to a common denominator. I see no reason why NCCET & JCET should be present. Exec. Dr. should notify them of how they should proceed to use this service the same as everyone else. The more Novik can operate as a "lone wolf" the better off we'll be.

Box 2002
University, Alabama
April 22, 1954

Memo To: NAEB Board

From: Graydon Ausmus, President

Following our meeting in Columbus, I had a lengthy conference with Morris Novik concerning a contract with him as NAEB management and personnel consultant. We arrived at the following tentative agreement.

1. NAEB will retain Morris at an annual fee of $2500.00.

2. On days when Morris travels for NAEB he will receive a perdiem of $75.00 plus expenses. It is understood that on trips where he must spend one day going and one day returning, he will receive a perdiem for one of the two travel days in addition to the time he spends at the site.

3. He will receive no perdiem for work which he does from his own office but will bill NAEB for long distance calls which he makes in connection with NAEB business.

4. Our contract with Morris will be on the basis of a six months trial period - at Morris' insistance- subject to renewal.

It is further understood that Morris will be working as the NAEB consultant, but request for his services may be referred to Headquarters by the Center, NCCET, and JCET. It is also understood that Morris' services will be on a local station rather than on a national organizational basis. It is hoped that he will be called in by local organizations before problems between labor and management in the local community have developed to a point of conflict.

As you will note from my carbon to Miss Howard, NAEB is requested to give a progress report on this project prior to the FAE Board Meeting in October and is expected to give an audited report at the end of our fiscal year.

If you have any objections to any of the details of this proposed contract please send me an immediate note on it, otherwise I will instruct Harry to formalize this contract with Morris as soon as he receives the $7000.00 check from FAE. I would suggest a contract date of April 15 in as much as Morris is already at work. I would also suggest that his expenses prior to April 15 on this work be picked up.

For your information, the retainer of $2500.00 is less than half the retainer paid by JCET for their legal consultants.

We are very fortunate to have Morris on our payroll and I anticipate that our total local relationships will be greatly improved. Morris is a most effective person.

Confidential Addendum to Memo.

St. Louis continues to get a free ride and still is not a member. St. Louis continues to call Morris collect and receive other services without having contributed a sou in membership dues. Conservatively I estimate we have spent $500.00 on St. Louis. Somebody ought to get him in line.

April 28, 1954

TO: NAEB Officers

FROM: Skornia H. K.

SUBJECT: Brief Report on Skornia's Activities

Most of my energies during the last weeks were devoted to riding herd on getting the Placement Service off to a good start (files finally arrived from NCCET), collecting materials for Ausmus, Griffiths, Newburn (on organizational jurisdictions and for Kellogg and FAE request), trying to get an engineer picked and on the job, getting the Workshop-Scholarship project off the ground, and helping Marguerite to get the Seminar started. In spare moments, took quick looks at Newsletter materials, problems for and with Cohn and Marks, and Novik, further budget study, and trying to get a constantly changing staff trained and on the job again. (We frankly work our people harder than University scale salaries visualize. I predict that we shall have to find a way to pay more if the constant plague of staff turnover is to be avoided. Only Holt and Blason have been here as long as one year.)

Mail (excluding tapes) and typing has run to 40 to 50 letters plus many network, placement, (research, engineer and other) committee, seminar, workshop, and various other mass projects per day. In case not all of you get the personal attention you deserve, I'm sorry.

Harold spent last week at the OHO TV Workshop at Toledo, since I was too busy with non-delegatable jobs (as suggested above) to go.

Others in attendance included Hunter, Lamb, Keith Tyler, John Highlander. Felt we should keep the NAEB officially "in on" all such sessions. Harold will prepare a report on this as soon as he has a minute.

On Placement, New Jersey TV station was killed off. Oberholtzer wrote for ideas for staff (I've been giving him, and all other TV applicants, lots of attention), and we sent him "the works" and are working with him closely. Mailings have gone to all educational TV applicants, to all recent applicants for jobs to see if still available, and NAEB members will soon all be covered. Samples of some of the stuff are being sent you. Sorry this has taken more of my time than I had planned since our budget didn't provide for a trained personnel person in the slot. Still believe it will go well.

Have handled requests for scripts by a new flood of Service Personnel overseas who now listen to Ways of Mankind around the world on Armed Forces Radio. The album market is expanding, and I'm working with Beacon Press to be sure books are widely distributed. USIA was sent 10 copies of all our publications, plus one of each album. When they get adequate budget, I've told them we'll be glad to send them the sixty or so sets of everything which they really need for around the world.

These are a few of the several scores of jobs I've tried to cover here the last week or so. Although this may be an unjustified reaction, I have an increasing feeling of "warm rapport," I guess you'd call it, in all relations with Kellogg, FAE, the Center, the FCC, the USIA, TV applicants, Beacon Press, ACE, NPAC, DAVI and all the rest. In

this one respect I'm sparing no effort or energy to create an impression of dignity, friendliness, and well-organized and confident planning. The one respect in which we do need to improve, I believe, is in the still protracted delays in the Fulbright area, replies to the Center and others, and something to involve Presidents, etc. of member institutions, etc. I very often feel frustrated at delays in our replies or actions which are due uniquely to the need to have the proper people handle the proper things. I don't want to infringe on anyone's prerogatives, and couldn't possibly do any more than we're now doing at Headquarters as now organized. But I'm sure that we are missing a few bets because we are all so very busy. [The daily deadline details of the "operations aspects" (network, mailings, albums, etc., etc.) do take most of our energy and time in a way nobody but Miles, Schooley or someone who has been in it can understand.

Doing my best. And Harold is a pillar (all right then, "a stump") of strength. He calls attention to the many letters we get weekly: "Dear Sir: I'm a (high-school, Junior-League, graduate) student (teacher, librarian, club-leader), and we're doing a project," which take a great deal of time to answer, if we are to make friends. Can't have anyone else besides the two of us I know of, to answer these, because they are all individual, and all different.

We'll both appreciate your suggestions and help on all projects and procedures. I shall not list the items in the stacks piled up awaiting Harold's attention and mine. The daily routine of inquiries, mail to be

answered today, staff (Holt, Walker, Biason, etc.) waiting for answers to routine questions, week-end visitors, etc. do leave too little time for serious thinking and planning.

Finally if some of my things (particularly) are too long, please forgive me. As Pascal said "Sorry, I didn't have time to make them shorter." And if you have any criticisms, fellows, will you please shoot them direct at me? I liked John's direct recent letter re. my not giving time to reply, on that score. (I could reply about being caught between the need to do something and need to get responses, but I think you all know the feeling). I'll try to be equally honest and frank with you. Sorry I can't be any other way.

One thing: if the Newsletter is to carry news of members, Regional Directors will have to help us. Can not canvas every member individually. Please!

TO: NAEB Board of Directors

FROM: Harry Skornia H.J.S.

DATE: May 6, 1954

SUBJECT: Attached Report of Harold Hill on CNO TV Workshop

Herewith what I consider an excellent, albeit brief, report which I think contains some sound thinking. Without waiting for your reactions I'm asking Harold to try his hand at drafting a request for funds for the project he mentions, so that, if you agree (I believe comments should go to Graydon with a copy to me to save time) we can approach the FAE or Kellogg (I'd prefer the latter) for funds.

I hope you have time to read and react as soon as possible, since any request to Kellogg should be included in next budget request.

Attached: Hill Report, including (in caps) proposal

TO: Harry J. Skornia

FROM: Harold E. Hill

SUBJECT: Report on attendance at CNO TV Workshop, held at the University of Toledo, April 20-24, 1954

As you know, I attended the TV Workshop, sponsored by the Council of National Organizations, held at the University of Toledo, April 20-24, 1954, as the representative of the NAEB. You will recall that we felt that it was important that the NAEB be represented at this workshop for two basic reasons: (1) The NAEB should be an active participant in the affairs of the CNO, both for the benefit to be derived therefrom, and to keep the CNO and its member organizations constantly aware of the NAEB and its activities in the field of education; (2) To determine, through participation in this workshop, in what ways the NAEB can be of most service to other national organizations in the furtherance of their purposes and of education in general.

As stated in the CNO announcement, this workshop was "conducted for key personnel from national organizations which are participating in the Council of National Organizations, and which are or will be concerned with utilization of television for educational purposes."

The CNO Television Committee was fortunate in getting the cooperation of the University of Toledo, Willys Motors, Inc., and the Greater Toledo Educational TV Foundation in making the workshop possible. Representatives from 28 national organizations attended the five-day workshop.

The work of the workshop was divided into three general categories:

1. General sessions
2. TV Programming Work Groups
3. Application and Transfer Groups

GENERAL SESSIONS -- These were designed for purposes of (a) orientation and organization, (b) resource information, and (c) inter-communication. Topics discussed at the various general sessions were as follows:

1. General organization and purposes of the workshop.
2. General introduction to Willys TV equipment.
3. "What is good educational television?" - Panel Discussion.
4. Viewing of sample programs on kinescope. Parts of three general sessions were devoted to this.

5. "The role, possibilities, and limitations of TV for education and agency goals."
6. "Determining procedures for workshop evaluation."
7. "How to build a TV program." This was built around the showing of four kinescopes made at WKAR-TV for NPAC, showing how TV can best be used for educational purposes (principally in agriculture).
8. "Meet our allies." Brief talks by representatives from such organizations as the NCCET, JCET, etc., followed by general discussion.
9. "Adult learning and television."
10. "Mobilizing community forces for education by TV." Panel discussion.
11. "Toledo and education by television."
12. General summary and evaluation of workshop.

TV PROGRAMMING WORK GROUPS - The workshops were divided into three program groups, under the leadership of Armand Hunter, Keith Tyler, and Ted Sherbourne, for the purpose of developing and presenting an educational TV program over the closed circuit facilities provided at the workshop. These groups devoted their first several sessions to discussions of program types, how to get the cooperation of local commercial stations, how to plan a series of TV programs, etc. They then proceeded to plan and rehearse an educational TV program. Through this process they were made more aware of the many problems that can be encountered in the preparation of programs. Finally, each of the three program groups produced its program, over closed circuit facilities, on the final morning of the workshop. These programs were then evaluated by the entire group.

APPLICATION AND TRANSFER GROUPS - This is merely a fancy title for "How do we take what we've learned at this workshop home with us and put it to work." There were three of these groups, also. However, the personnel in these groups differed from that in the above groups. These group meetings were devoted to discussion of how best to use television for educational programs, how to make the knowledge acquired at the workshop available to participant's own organization, how to make best use of this knowledge, etc.

This workshop was designed primarily for national organizations who, in their general educational and promotional activities, would have occasion to make use of television for the furthering of their work. Therefore, only two or three of the participants were very familiar with either radio or television, except to the extent that some of them might have appeared on programs.

I explained, at the opening session when participants were introducing themselves, that my role in being there was a little different -- that the NAEB was interested in learning what it could do to help these organizations make the best use of television, whether it be over our own educational stations or commercial outlets.

Along this same line, Armand Hunter and I met with the CNO Television Committee, at their request, to discuss just what the NAEB might be able to do to cooperate in this endeavor. I suggested one project which I said I would propose to our organization, but I emphasized that it would merely be a suggestion on my part and that I would have no say in the final decision. The following is a brief resume of the proposal I made:

> THAT THE NAEB SHOULD ATTEMPT TO OBTAIN FUNDS FOR THE PRODUCTION OF A SERIES OF THREE OR FOUR KINESCOPES DESIGNED TO TEACH LOCAL ORGANIZATIONS HOW TO MAKE THE BEST USE OF TV FOR PRESENTING EDUCATIONAL AND INFORMATIONAL PROGRAMS. THESE PROGRAMS COULD BE SIMILAR TO THE SERIES OF FOUR PRODUCED BY WKAR-TV FOR NPAC, EXCEPT THAT THEY WOULD BE MORE GENERAL. THE NPAC KINES ARE TOO SPECIFICALLY AIMED AT FARM ADVISORS AND HOME ECONOMIC ADVISORS TO BE OF MUCH GENERAL USE. WHEN NECESSARY FUNDS ARE OBTAINED THE NAEB SHOULD COMMISSION ONE OF ITS TV MEMBERS TO PRODUCE THE SERIES. (WKAR-TV MIGHT WELL BE THE LOGICAL CHOICE, DUE TO ITS EXPERIENCE WITH THE NPAC SERIES.) WHEN THE KINES WERE COMPLETED AND COPIES MADE, THEY WOULD BE TURNED OVER TO THE CNO FOR DISTRIBUTION, ON A LOAN BASIS, TO LOCAL CHAPTERS OF CNO MEMBERS WISHING TO TRAIN THEIR PERSONNEL IN THE USES OF TV. THESE KINES WOULD NOT BE AIMED AT A GENERAL AUDIENCE AND WOULD NOT BE ACTUALLY SHOWN OVER TV STATIONS. KINESCOPE, RATHER THAN FILM, WAS CHOSEN BECAUSE IT WOULD BE AN EASIER METHOD. (THIS WAS ARMAND HUNTER'S OPINION ALSO, I BELIEVE.)

That was the proposal I told the CNO TV committee I would transmit to my organization. I believe in this project wholeheartedly. I believe that funds could be readily obtained for such a worthy project, and I feel that it is well within the realm of our organization to assist in the general upgrading of educational and informational programs presented by national organizations. We certainly are interested in the whole area of educational television, and it seems to me that this is one way in which we can significantly contribute to better programs. We are interested in seeing good educational programs appear on commercial stations, as well as our own educational stations, and the commercial operators would be more likely to welcome organizational programs that are produced with a little more "know-how."

I also mentioned to the CNO TV committee that several of our members were interested in holding TV workshops for members of local organizations, such as the Girl Scouts, League of Women Voters, etc., that will be using television. (This as a result of our workshop questionnaire.)

I would like to mention that Harry Lamb also represented the NAEB at this meeting, but at his own expense. He was also a member of the Host Committee for the workshop.

All in all, I felt that this workshop was very worthwhile for all of the participants. I'm sure they all left Toledo with a keener awareness of the potentialities of television as a tool for furthering their educational and informational program, and a better insight and knowledge of how to plan television programs.

So far as the value of my presence is concerned, I feel that the comments that I made in meetings acquainted the participants with the work of the NAEB, and I made every effort to explain how our organization could be of help in one way or another. I feel that my meeting with the CNO TV Committee was very valuable, because a lot of these people were not at all familiar with our organization or what we are doing. I had many conversations with individuals who were interested in learning more about the NAEB. I repeatedly suggested that our members, in different communities, would be more than glad to help the representatives of national organizations do a better job through television, and radio, I might add.

During one of our evening sessions we heard from representatives of the JCET (Walter Emery), NCCET (Betty Colclough), ETRC (Hunter talked for them, since they were unable to send anyone down), and other groups. I later pointed out to Malcolm Knowles, Workshop Director, and Lois McCarthy, Executive Secretary of CNO, that I felt that the NAEB should have been represented on this panel, since we are really in a better position to help these people at the "grass roots" level than are any of the other organizations mentioned. Both of them said that they realized too late that this was probably true. However, I think that I had ample opportunity to expound the merits of NAEB in the many group discussions, and this I did on what I consider a very sound basis.

Incidentally, the Willys camera chain was quite interesting. It will sell for about $7,000-8,000, uses a vidicon, rather than an image-orthicon tube, uses 16mm lenses, and, after some of the bugs have been worked out, may be very useful to low budget educational stations just getting started. This workshop was used as a sort of "shakedown cruise" for the equipment. I could probably supply more detailed information, not too technical, if you want it. (The technical data on the Willys TV package was distributed with the August 1953 Newsletter.)

I have attached a list of those attending the workshop for your information.

This is a rather brief report of my activities and of the CNO Workshop, but I have more detailed information in my files which can be made readily available.

Enc.

T. V. WORKSHOP ROSTER

Norma Agnes Barts - Film Council of America
A. R. Bitter - The Willys Motor Inc.
Mrs. Elizabeth S. Colclough - NCCET
Miss Helen M. Feeney - Girl Scouts of U.S.A.
George Fern - National Association of Manufacturers
Floyd B. Fischer - American Association of Land-Grant Colleges
Robert D. Franklin - American Library Association
Samuel Freeman - National Jewish Welfare Board
Dorothy Frost - Workshop Recorder
Elizabeth Gilmartin - National Art Education Association
Seymour Gorchoff - Anti-Defimation League
Ruth Graff - The Girls Friendly League
Mrs. John M. Harrison - League of Women Voters
Ralph Hartshorne - National Conference of Christians and Jews
Mrs. Arthur J. Hatch - League of Women Voters
Miss Lucille Hecht - Altruso International
Dr. John P. Highlander - Speech Association of America
Harold E. Hill - NAEB
Miss Luella Hoskins - Association of Junior Leagues of America
Armand Hunter - Michigan State College
Robert E. Kiefer - American Dental Association
Samuel Klein - National T.B. Association
Malcolm Knowles - Adult Education Association
Dorothy P. Koogle - National Art Education Association
Harry Lamb - NAEB
Helaine S. Levin - American Dental Association
Dr. Dan J. V. Martin - Lions International
Lois McCarthy - National Organizations of the Adult Education Association
Olive McHugh - AERT
Donald B. Pelch - Correctional Education Association
Harriet Scantland - American Social Hygiene Association
E. G. Sherburne - Naval Special Devices Center
Murray Stahl - University of Toledo
Miss Emily B. Tickell - Girls Clubs of America
I. Keith Tyler - Ohio State University
Miss Dorothy S. Vickery - National Foundation for Infantile Paralysis
Barnes C. Walbridge - American Red Cross
Helen White - National Thrift Committee
Gregor Ziemer - American Foundation for the Blind

CONFIDENTIAL

May 12, 1954

Mr. Graydon Ausmus
Box 2002
Radio Station WUOA
University of Alabama
University, Alabama

Dear Graydon:

Re meeting with Kellogg and Educators: could we not first have meeting of Kellogg, FAE, ETRC and NAEB? I feel need to shore up our efforts and make haste surely. Frankly don't think we're ready for meeting with "strange educators," nor do I believe they (whoever is chosen as "educators") are likely to stampede into a pro-NAEB landslide or avalanche, if I haven't mixed my metaphors too much.

Could Kellogg be in on part of upcoming meeting with FAE (after JCET and NCCET part is over)? If so, I'd be glad to help arrange.

Sincerely,

H. J. Skornia

Harry J. Skornia
Executive Director

HJS:mr

cc: NAEB Officers

May 18, 54

Memo To: NAEB Board

From: Graydon Ausmus, President

Subject: Varied

1. NOVIK CONSULTATION. By Board action at Columbus, Novik was instructed to operate on the local level only. He understands that thoroughly and recently wrote me of having been invited to a meeting of national union heads to discuss the educational station problem. Acting upon the directives sent him, he turned the invitation down. This is a subject which, for the time being, we should consider closed. After all, the Board action on it was only last month. I asked Skornia to send Novik a letter of confirmation of his six months contract with us as outlined by me in the recent memo on this subject. No member of the board objected to the terms outlined in that memo so I assume that Skornia has already written Novik as per my request and there the matter should rest at least for a trial period.

2. NUEA RADIO - TV COMMITTEE. Armand may wish to give you a fuller report on the recommendations of this committee of the National University Extension Association so I will make this one brief. The committee, meeting in Gatlinburg last week concerned its self primarily with the role of university extension divisions in the TV development. It was generally agreed that the extension divisions were the logical units on University campuses to handle credit courses on television. Another recommendation made by the committee to the NUEA Executive Committee, was that University faculty personnel responsible for courses on TV be given credit on their work load for this assignment. Bear in mind that the NUEA Radio-TV Committee made the recommendations. So far as I know, no action was taken on them by the NUEA.

3. JCET BOARD MEETING IN WASHINGTON. On Thursday night of last week the JCET gave a dinner at the Statler for the FCC. The purpose of the dinner was to give the FCC a preview of the kick-off, hour-long program developed by the Center (Probst and Winnie producers) for the launching of the Center's five hours a week service to the stations on the air. The program was very good and the FCC reaction was quite positive.

At the JCET Board Meeting on Friday the 1954-55 budget, of approximately $163,000 was approved. Some of the items in that budget will interest you. For personnel retainers and honorarium $88,420.80. Travel and conferences $24,000.00, printing and publications $18,000.00. I think these three items are enough to indicate the kind of budget NAEB will require if we expect to provide the extensive services which all of us hope to be able to provide in the future. The other item of special interest to the NAEB Board was the decision for a JCET representation at the ICC-UHF hearings May 19-20-21. NCCNT has also requested permission to be heard at these hearings. The next meeting of the JCET Board will be early July.

4. PROPOSED MEETING OF REPRESENTATIVES OF THE FIVE TV GROUPS. The FAE has decided against calling a meeting of these groups and Dr. Arthur Adams, subject to the wishes of all involved, has agreed to call such a meeting. I am writing him today indicating our interest in such a meeting. As I interpreted the intent of the Board at our Columbus meeting, it doesn't make any difference to us who calls such a meeting so long as it is brought about and we have equal representation.

5. KELLOGG. Since my meeting with VanDuyn in Chicago on May 2, I have talked to him once. He suggested that I stand by for further comment from the Foundation.

6. OCTOBER 26 MEETING WITH OUR PRESIDENTS AND SUPERINTENDENTS. Siegel in his usual efficient manner has moved forward on our meeting with our presidents and superintendents prior to the fall convention and we are now assured that these gentlemen and the NAEB Board will receive an invitation from Mr. Arthur Sulzberger, Publisher of the New York Times, for dinner at the Publisher's Dining Room of the Times, Tuesday evening, October 26. He will give us more facts on the luncheon to be given on that same day by Mrs. Reid, the publisher of the New York Herald Tribune. This will provide us with a good two and one-half hour session to discuss the problems of educational broadcasting with our presidents and superintendents at a meeting which I think should be strictly en famille.

Please send me immediately the names, titles, and addresses of your president, superintendent or mayor. I will extend to them an invitation to meet with the NAEB Board in the afternoon, mentioning the fact that Mrs. Reid and Mr. Sulzberger have arranged a luncheon and a dinner for them and will personally invite them to attend these two functions. I will forward the list to Si so he may provide Mrs. Reid and Mr. Sulzberger with the list. I will forward my invitation on cue from Si so it will arrive at approximately the same time as the other two.

Meanwhile I suggest that you talk to your president immediately and request that he put October 26 on his calendar. The early fall is a busy time and we will have to book these people far in advance. I suggest that you point out that NAEB is interested in securing the advice of our presidents and superintendents on important questions concerning the total development of educational radio and television and believe this is of sufficient importance to warrant their taking the afternoon and evening from their schedules. You probably should inform them also of the plans for the luncheon and the dinner. So all details will be developed carefully, I should like to appoint Dick Hull, Allen Miller, and Seymour Siegel a special committee charged with the planning for the luncheon, afternoon session, and dinner. I am asking Hull to serve as chairman. As member ex-official of the committee, I should like to be kept posted on all details.

Mr. Sulzberger is prepared to invite up to seventy five people to dinner that evening but Mrs. Reid will be expecting a maximum of thirty people which I assume would include only the members of the Board and their presidents. This means that we may invite to the Times dinner a number of additional people. Please forward to me any suggestions you may have for additional people and I will pass the list on to Dick.

Let's get to work on this immediately.

TO : NAEB Officers, Regional Directors and Members of Membership Committee

FROM: John W. Dunn 5/31/54

As I recall, the present modus operandi for processing membership applications came about as a result of some exceptionally long delays in notifying applicants as to whether or not they had been accepted for membership. Perhaps in our haste we have been a little too speedy.

It has been apparent for some time that many of the applicants do not always give us much information about themselves. I have always tried to sum up as best I can such information as has come in....feeling in some instances that directors and committee members might not want to take time to read some rather voluminous accounts of the virtues and vices of the applicants.

I agree heartily with Harry that something must be done to at least give some indication we're interested in "STANDARDS". I believe it is perfectly in order for all applications to be sent to the Regional Directors FIRST...that is to the regional director in whose region the applicant would be a part.

Now this is o.k. IF the regional directors will REALLY do something about investigating the status of the applicant and giving us some pertinent information. BUT if the regional director will simply let the application lie on his desk or even get lost in the shuffle...then I would be against such a prodedure. It seems to be that the success of such a procedure then depends ENTIRELY on the individual directors who would be contacted.

And this investigation should not be just a perfunctory one. If additional information is required about applicant's operation...then it should fall to the regional director to get such information as a supplement to the application.

I am in favor of trying this method until the Fall Convention in dear Ole New York.

TO : Executive Committee and Harry Skornia

FROM: John W. Dunn 5/31/54

Replying to a number of questions raised recently by Harry Skornia and Others:

1. Agree that Armand has a right approach regarding utilization of commercial network personnel. I would insist, however, that someone with the ranks of educational radio and TV vouch for these people. Many network and local radio and TV personnel are attracted to educational radio and TV because of the advantages which would be theirs. At the same time they can be awful STINKERS unless they are indoctrinated with at least some of our philosophy of broadcasting. Maybe we should devise some method of doing a little "brain washing". Key people (like Rudy Bretz) would be quite valuable in seminars and especially workshops because methods and standards are somewhat the same whether it's educational of commercial.

2. Are you being "subtle" with Neely, Brother Skornia! Keep up the pressure.

3. Suggest that we STOP practice of trading tapes with stations. Don't think we can afford it. No one in the business is harder pressed for personnel, time and money to buy tapes than we are, YET we have ALWAYS dubbed tapes when we couldn't use network tapes immediately or wanted to save for summer or another period of broadcasting. John Holt says he thinks it's only "human and natural" for NAEB stations to poke off their old beat up tapes for good ones. I think it's downright premeditated and cussed for them to do so. Hence my STRONG recommendation that we put a stop to this dishonest and expensive (to NAEB) practice.

4. Everyone trying to get into the act -- yelling their little workshop is worthy, etc. is kind of disgusting. Of course it's only natural for every old hen to think her chicks are o.k. A pat on the back for Harry and keep a stiff upper lip, brother. Don't let 'em high pressure you. I think you've been pretty tactful with these mavericks -- far more so than they deserve. Dead lines are important and I think no workshop should be recognized unless it is sponsored by an accredited institution of higher learning.

5. What's this about rights to kinescopes? It seems to me this is an entirely different problem from the one orginally designed for brother Novik to handle, and it appears that most of the difficulties arise AFTER the kines have been made. ETRC and NAEB should be insistent that individual stations undertaking the making of kines for ETRC should have all these labor rights cleared before money is available to them. Novik might be assigned to these cases at the request of ETRC provided there are no pressing demands for him from stations trying to get on the air or actually telecasting. Such stations should take precedence. I think you, Harry, will use your best judgement on this matter.

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

Confidential

Mr. Graydon Ausmus
Radio Station WUOA
University of Alabama
University, Alabama

Dear Graydon:

This letter will serve as a brief report on the meeting yesterday in Washington.

In attendance were:

Robert Mullen, NCCET, until noon
Donald Dresden, NCCET
Ralph Steetle, JCET, until about 2:30
Blanche Crippen, JCET
Eunice Parker, ACE-TV-COMMITTEE
Lyle Nelson, ETRC
Harry J. Skornia, NAEB

Connections were bad and I didn't get into Washington until about 3:00 a.m. However, I turned out to be about the first person at the meeting, which most of the Washington people didn't get to until 9:30 or 10:00 o'clock.

This brings me to my first recommendation: that other meetings either be scheduled here, or at Ann Arbor, or on a rotating basis. After the effort put forth to get there, and the drain on the NAEB budget, I would have been better pleased if a full day of meetings had been held with the full staffs in attendance. I strongly recommended that all future meetings be held just before or just after the meetings of the larger group of representatives, to save travel budgets.

As a part of the meeting, each organization briefly outlined its information objectives. Briefly summarized, here are the salient points:

1. The Center. Lyle Nelson pointed out that the Center does provide promotional material for its program and thereby contributes to the ETV promotion generally. The Center is now beginning publication of a one- or two-page brochure called PROGRAM NOTES. This is essentially a family organization, contains word on programs coming up for ETV stations. Lyle pointed out that, with a staff of only seven people, they couldn't go heavily into promotion.

He briefly discussed (guest NBC, CBS, ETV, Seattle films on infant growth, Film Board of Canada, and other members which contain kinescope material.

Lyle showed us the data each affiliate stations by the Center. This is confidential because the critical evaluations are sometimes pretty frank.

It was revealed during the discussion that the KCET and the KQET have planned the ETRC space in their publications as needed. Since the ETRC is short of staff, the KCET will send one or more of its staff members out to Ann Arbor once or twice a month to get news, develop stories, and arrange for publication. The KCET will also assign cameras to secure performer's permissions to use some of the personal ETRC programs for promotional purposes. This was discussed at some length.

Lyle was to carry back to the Center the request for films by Adler, Lee, Baxter, and others of the more successful educational programs to date. The KCET offered to pay to Evanston any necessary fees to secure the classrooms mentioned above. Finally the KCET suggested, and the ETRC concurred, that the KCET and KQET be considered as members of the ETRC so that they would get the five-to-a-week package, which the rather adequate staff of the KCET and KCET would view, and frequently write reviews and summaries of. In fact, the KCET is apparently starting a program summary service, which overlaps rather closely with the statements already sent out by the Center.

During the final part of the discussion, we learned that the KCET needs copies of all clippings, etc. to the Center and to KCET.

2. The KCET. When called upon for a report, Director Wallin passed to Dykstra, saying the role of the executive is not to weaken his staff with operational matters, or with such details as publications.

Dykstra explained that the KCET has a mailing list of 31,000 persons for ETV news. They also have a "press" list of 5,500 for newspapers. They also have various other special lists for editorial writers, magazine editors, etc.

Various books and associations are frequently found for stories which relate to ETV. For example, KCET recently sent out a story on one of Dyer's programs on the care of children in hot weather.

At this point in Dykstra's recital a discussion came up of the impossibility, which Nelson still won't get used to, of getting reactions to programs and other materials from member stations. Being an expert in this matter, I also participated. We engaged in a discussion of the possible uses to which members of the AERT, the AAES, NAEB/AT, Audio-Visual groups, and others might serve.

It appears that everyone is sure that everyone else has more time than he has for such matters. Ralph promised to join me in taking up with the AERT again the possibilities of evaluating projects as I had earlier discussed with Gertrude Broderick.

Returning to the NCCET mailing lists, it was pointed out that these lists are developed and checked through field men. Lists of preachers, and other types of opinion leaders are generally lists of people to whom someone in NCCET has actually talked.

Some upcoming publications by the NCCET were outlined. A four-panel job, in its first printing, was passed around. A brochure for business men only is in the works. Over a thousand speakers kits have been distributed. Their film, NEW VISION, has had over 150 showings so far. The advisory council of the NCCET now contains 103 organizations. Raymond Wittcoff's article in a recent issue, July 17, of the SATURDAY REVIEW OF LITERATURE was pointed out. It is an excellent article. Beginning with the September issue, the NCCET NEWSLETTER is being considerably increased. One of the most important statements made was that the NCCET keeps helping stations (like KTHE) after they go on the air, whenever danger arises. The statement of responsibility of the JCET and the NCCET in this area was put in these words by Ralph Steetle: "The NCCET and the JCET are as much concerned with station problems as with problems before they are on the air."

The USC situation was briefly outlined again. The USC has agreed to keep KTHE on the air for a year. NCCET station men are in Los Angeles to try to make this into a community station. State law in California prevents the sort of contributions which St. Louis and Pittsburgh, for example, have been able to use. They seem to have $163,000, or some such modest figure, as a result. During the last year they seem to have spent over $400,000 on operations alone. Their payroll had climbed to over 100 people. This situation is having to be radically altered.

Mullen pointed out that most of the stations are still in crisis, and consequently are being nursed by the NCCET. Pittsburgh, for example, is in some difficulty. The NCCET has a full time man there helping with the situation.

3. ACE-TV. Eunice Parker briefly outlined her problems and responsibilities. There are 2,500 on the mailing list of the ACE and 1,000 on the mailing list of the TV Committee. The Newsletter is issued only on an irregular basis. Most contacts are on a direct correspondence basis. Over half the people on the ACE lists are faculty.

The ACE is undertaking the securing of funds for a proposed meeting of a PENN STATE TWO YEARS AFTER nature. This meeting will review the status of ETV and will involve most faculty people. It is hoped that this meeting might be held at a member station institution.

4. The JCET. Blanche Crippin outlined the mailing list and services of JCET. There are about 6,000 names on the mailing list for the "Roundup of the Nation's Press," for example; both JCET and NCCET have full time people devoted exclusively to mailing lists.

Blanche distributed outlines showing their publications and mailing lists which were gone over and explained in considerably more detail than is required here. One interesting development was that the JCET has set a price of $4.00 per set on extra sets of material.

5. The NAEB. I outlined the various functions of the NAEB in the publications area and explained our rather modest mailing lists. We also were able to compete successfully for the top honors for size of staff for editorial and policy work I believe my summary of NAEB areas of responsibility was adequate. I had previously sent everyone represented copies of our publications, together with a list of everything we distributed with the Newsletter, etc., so that there would be no question of its area of operations. I expressed the hope that promotion of ETV would not necessarily always assume that radio was a "dead duck" as some NCCET articles seemed to indicate. In reply to the proposal of the NCCET that it handle all news releases for all organizations, I pointed out that the NAEB traditionally handled its own releases on publications and operations. We therefore would be an exception to this relationship.

I was invited by Bob to write a 1,000 word statement of the interrelationships of the media, and the possibility of the survival of radio, for their Newsletter. It was a rather shocking experience to find myself surrounded by people who believed that radio was now just the tail of the snake, which has been cut off but "will soon stop wiggling," as Bob Mullen so graphically put it.

Deadlines for publications were announced as far as possible.

For the NCCET, the first and fifteenth of each month, backing up five or six days for submission of material.

For the JCET reports, the first of each month. Needed five days in advance. Other materials throughout the month.

The NAEB material needed by the 25th of each month.

In the final discussion, no satisfactory solution was found to the problem of who should exclusively handle the large volume of mail reaching particularly the NAEB from students, persons doing theses, and other things of a scholarly nature, and other random inquiries about where to find or secure various kinds of material, where to go to school to get good radio and television courses, etc. Since no adequate solution to this could be found, the best we can do is for each organization to provide each other with more carbon copies of its output.

I did not feel that the potentiality of this meeting was fully realized in view of the brief time devoted to it. It was proposed that such meetings be held at least once a month. I opposed this, as I did earlier, not only because of our budget, and the pileup at Headquarters which always follows such absences, but also I feel that this sort of meeting in some fashion will be construed as an endorsement by the NAEB and the Center for the continued need for the JCET and NCCET.

It is our hope that the next staff officers meeting can be held adjacent to the second meeting of the persons who first met on June 30.

About an hour before I left for Washington, Bob VanDuyn called for an additional special report for Kellogg. At Washington a deadline of August 1 was set for receipt of materials in answer to the questions of Mr. Calkins. I shall make every effort to get these various reports ready by the deadline.

Sincerely,

Harry J. Skornia
Executive Director

HJS:wc
cc: NAEB Officers

To: NAEB Board and Skornia May 20, 1954

From: Graydon Ausmus, President

Subject: Center grants-in-aid for educational radio programs 1954-55 and NAEB deficit

By the enclosed copies you will see that I have accepted, as per instructions of the Board the Center grants-in-aid proposal as outlined in Newburn's letter of March 10 and have requested that he forward the $2000.00 administration fee toSchooley at an early date. Since this is an NAEB project, it is correct that it go to Schooley and not to the U of I where an additional slug would be taken out.

In light of our financial condition I would suggest that about $500.00 be earmarked for a meeting of the Grants-in-Aid Committee which I will appoint and that the remaining $1500.00 be transferred to the headquarters budget to help cover our deficit. I further suggest that Schooley and Skornia implore the treasury of the U of I not to take the standard administration fee out of this $1500.00 but permit all of it to apply on our deficit. I do not predict success for this attempt but still feel it is worth a try.

FUND PROPOSAL RE. THE DEFICIT. You will recall that the Board approved transfer of funds from the NAEB treasury into the headquarters fund to cover a portion of our deficit, subject to my conference with VanDuyn. Acting in good faith with the Foundation I believe it is now appropriate for us to make this transfer of the $3000.00, or more if we can safely do so, into the headquarters budget. When I receive word from Schooley and/or Skornia that the grants-in-aid surplus and the NAEB surplus have been transferred to the headquarters deficit, I will write Bob that we have reduced the "potential" deficit by that much and request a suggestion from him concerning the remaining "potential" deficit.

I believe this is a strictly legal and desirable procedure and unless a majority of the Board, by air-mail letter to Skornia or Schooley (carbon to me please), indicates an opinion to the contrary by early next week, these gentlemen should proceed as suggested.

July 14, 1954

MEMO TO: NAEB BOARD OF DIRECTORS

FROM: GRAYDON AUSMUS

SUBJECT: MISCELLANEOUS

I. WASHINGTON MEETING, JUNE 30, REPRESENTATIVES EDUCATIONAL TV GROUPS. I have a wire from Skornia saying he is mailing a report to the Board on this meeting. You may be interested in a brief reaction from me.

1. It was worthwhile to have the top representatives (President or Chairman of the Board and the Executive) of each group get together so all would understand better what the others are trying to do. I am opposed to meetings just for the sake of meeting, but this group should get together at least twice a year.

2. The meeting engenders a feeling of mutual respect and a sense of team work.

3. The group agreed to meet two more times but not in any sense as a new council or organization. The purpose of the second meeting would be to further explore the job ahead, anaylze resources available and funds needed. The third meeting would be a conference of this group with representatives of as many foundations as possible for the purpose of laying out before foundations the accomplishments to date, the job ahead, and support needed to do the job. NAEB will not be committed to give up anything in either of these meetings. Instead, we will be in a position of cooperating with the other groups, not in making specific requests but in attempting to involve more foundation support for the total job to be done.

II. MEETING OF THE ADVISORY COMMITTEE TO THE PRESIDENT OF THE CENTER JULY 9, 1954. From the JCET Board meeting in New York on the 7th, I went to Ann Arbor for an all day meeting of the NAEB Advisory Committee with Dr. Newburn and his staff. Present for NAEB, Wynn, Probst, Dunn, Ausmus - and Hull ex-official.

This meeting was enlightening, encouraging, and very pleasant. We have established good rapport.

The morning was devoted to reports on the Center's progress and plans presented by Dr. Newburn and the members of his staff. Briefly the Center:

1. Now distributes five hours of programs per day to the six stations on the air.

2. Is utilizing relatively little material produced by these stations - because the stations are so involved in these early stages of operation that they can divert little energy for the production of programs for national distribution. Both Newburn and Hudson expect this picture to change as soon as the stations have gone through the shake-down. Most Center distributed

programs are coming from non-station production centers, from general film sources, and from Canada.

3. Contracts are being made regularly to secure additional materials.

4. Fees for the program service have been increased once and a new structure is under consideration.

5. Generous use is being made of carefully selected subject matter specialist in building "package" series around films on special subjects and advice is being sought to guarantee validity of content.

Dr. Arthur Adams says you are either on top of the job or the job is on top of you. My reaction is that the boys at the Center are on top of the job. They are aware that they still have some problems to solve, but I have confidence that they are going about solution of those problems in an intelligent,business-like,constructive way. They deserve, and I am sure will get, complete NAEB support.

III. ROCKEFELLER FOUNDATION REQUESTS. We have been trying for several years to get the Rockefeller Foundation interested in educational broadcasting again (you may recall at one time they made generous contributions to this field). After several conferences with Mr. John Marshall, Associate Director of the Humanities Division, Si, George, and Lewis Hill drafted a proposal for an experimental project in interpretation of poetry in radio, and I forwarded a request to Mr. Marshall last week in the name of NAEB covering this proposal. Under conditions of the request, Lew Hill working with a committee of critics and authors and representatives of NAEB, would launch a six months experimental project in presentation of poetry on radio. Any programs developed under this project would be available for distribution on the NAEB tape network. I made this application without referral to the Board because:

1. I was told that Mr. Marshall was very favorably disposed toward the project.

2. There is every indication that it will be approved.

3. I know no one would question the desirability of getting Rockefeller back in the educational broadcasting business.

4. NAEB would receive 4% for administration.

5. It is incumbent upon us to do some experimentation in new techniques of broadcasting.

IV. WASHINGTON OFFICE. Recent developments offer re-confirmation of my long-expressed belief that NAEB must have a Washington office to guarantee adequate representation and adequate interpretation. Any suggestions on how we can bring this about?

THOUGHT FOR THE DAY. Our Executive Director should have a significant raise.

To: NAEB Officers July 19, 1954

From: Skornia HSc

Board

One I've been working on for some time. Siegel, please react.

Regards.

MINNESOTA MINING & MANUFACTURING COMPANY C
900 Fauquier Avenue O
Saint Paul 6, Minnesota P
Y

July 15, 1954

Dr. Harry J. Skornia
Executive Director
NAEB
14 Gregory Hall
Urbana, Illinois

Dear Mr. Skornia:

Thanks much for the wealth of information and material you sent me on the activities of the NAEB. I think you have some terrific materials. Several of our advertising department staffers saw your brochures and their remarks were highly complimentary.

I'll see what we can do about getting some stories published in the various trade magazines, but I think we have a good angle which will work in a number of newspapers over the country. It's this:

We'll do a good story on the NAEB Tape Network and send it -- together with a couple of especially good photos -- to the newspapers in each of the 80 or so cities in which you have an outlet. We'll suggest to the editors that "here's a significant national story with a good local angle -- your own F M radio station." We'll also supply him with the name of the person to contact at the station, and then suggest he may want to get the local angle plus a picture or two on his own.

If it works -- and I think it will -- we should be able to get a number of good feature length stories in papers from coast to coast. Naturally, this should be good publicity for the NAEB and really excellent publicity for the local NAEB member station.

For the local contacts, I'll use the names listed in the green directory of October 26, 1953, with the corrections on the errata and addenda sheet of 5/14/54 and supplement #3 of 6/28/54. Are there any other corrections, and do each of these stations carry all or part of your taped programs?

Let me know what you think of this and if you agree, I'll do the story for your approval. Also, I will then arrange for a photographer to come in and shoot the necessary pictures. These must be really top notch, dramatic shots if they're to score -- or even attract the editors' attention -- in newspapers over the country.

Again, thanks much.

Yours truly,
/s/ Ron Anderson
Ronald L. Anderson
Product News

July 19, 1954

Mr. Ronald Anderson
Product News
Advertising Department
Minnesota Mining & Manufacturing Co.
St. Paul, Minnesota

Dear Mr. Anderson:

Miss Rolaline Bisson, our Network Traffic Manager, has prepared the following in answer to yours of July 15. If you need to contact anyone in my absence here, she can answer probably more questions than I can on this.

The Directory of Members, together with the errata and addenda and Supplement #3 is correct except for the following:

George Stokes is now Chairman of the Radio-TV Dept. at Baylor University, Waco, Texas
Kenneth Thomas is now director of Station KSAC, Kansas State College, Manhattan, Kansas
Robert Earle is Director of Radio-TV at Ithaca, N. Y. (WITJ)
The University of Hawaii now has an FM Station (KUOH) Director is Dr. Chester F. Caton (effective Sept. 1)
Ralph Rourke is Prog. Mgr. of WFUV instead of Turner
THERE IS NO LONGER A STATION AT STILLWATER, OKLAHOMA

There are a few Stations who do not take Network Service. These are listed below:

KWBL	Wayland Baptist College	Plainview, Texas
KVCR	San Bernardino Valley Coll.	San Bernardino, Calif.
KCVN	College of the Pacific	Stockton, Calif.
KRCC	Colorado College	Colorado Springs, Colo.
WFSI	Florida Southern College	Lakeland, Florida
WAJC	Butler University	Indianapolis, Ind.
WSKS	School City of Wabash	Wabash, Indiana
KWAR	Wartburg College	Waverly, Iowa
KTJO	Ottawa University	Ottawa, Kansas
WLSU	Louisiana St. University	Baton Rouge, La.
WBJC	Baltimore Jr. College	Baltimore, Md.
WMUA	University of Massachusetts	Amherst, Mass.
WMDK	School Committee of Springfield	Springfield, Mass.

WCAL	St. Olaf College	Northfield, Minn.
WMMI	Municipal Jr. College	Meridian, Miss.
WFUV	Fordham University	Bronx, N. Y.
WITJ	Ithaca College	Ithaca, N. Y.
WSPB	Griffith Institute & School	Springville, N. Y.
WSAJ	Grove City College	Grove City, Pa.
WFWT	Philadelphia Wireless Tech.	Philadelphia, Pa.
KUHF	University of Houston	Houston, Texas
KTOY	Tacoma Public Schools	Tacoma, Washington

None of the Television Stations take the NAEB Network Service. They are beginning an exchange through the Educational Television and Radio Center (brochure on this is attached).

Does this do it? Your idea looks fine and has our hearty approval. Let me know what else we can do.

Sincerely,

Harry J. Skornia
Executive Director

HJS:mr

cc: Biason and Officers

To: Directors

From: Skornia

Date: July 27, 1954

Hill is back from vacation as of August 1. I take off for at least a couple of weeks at that time, hoping it will help clear out the cobwebs, since I didn't take any vacation last summer. While I'm away I'm sure Harold, Winnie, John, or Ros can handle any problems which come up.

HJS:op

H J. Sk

NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

To: NAEB Board of Directors

From: Skornia H. J. S.

Date: September 1, 1954

If you gentlemen and lady approve, I should like to distribute to the membership ahead of the Convention the following items:

1) Copy of Kellogg Report with the careful editing I shall give it to be sure that it meets the requirements of this new distribution.

2) Copy of the report, of a similar nature, which I hope to have off to the FAE by the middle of this month. This will be the most comprehensive report we have presented to the FAE.

3) The final fiscal report as sent Kellogg, however, deleting details of the salary budget of individuals, and so forth, leaving only general listings.

4) The fiscal report which we shall be providing you as of the end of the first quarter of the new fiscal year.

I would like very much to give all members so much information ahead of this next Convention that there can be no feeling that anything is being kept from them. I hope you will agree.

I also hope that you will be good enough to send Graydon and me listings of all problems which should find themselves on the agenda for the directors meeting, already announced. Harold and I are going through old directors and Convention minutes to be sure that we don't miss anything, and will have tentative listing of the problems well in advance of the final agenda.

HJS:cp

August 24, 1954

MEMO TO: Board of Directors of the NAEB

FROM: Graydon Ausmus

SUBJECT: Nominating Committee

The membership in attendance at the annual convention in Oklahoma last year indicated pretty clearly interest in having advance notices of and perhaps some voice in nomination of officers. The purpose of this communication is to ask your reaction to the following plan.

1. The President will appoint a Nominating Committee and have the names of this committee published in the Newsletter which will be distributed the first of October.

2. Membership will be requested to forward suggestions to the Chairman of the Nominating Committee prior to the Fall Convention.

3. The Nominating Committee will refer to these suggestions in bringing in nominations.

4. The two slates will be published and distributed to active members in one of the early sessions of the Convention, at least twenty-four hours prior to the business meeting when officers are to be elected.

To simplify tabulation of your reactions, please write yes or no opposite each of these suggestions and return this to me at an early date.

The specific proposal at the Oklahoma Convention was that the Nominating Committee be appointed at the Columbus meeting. I believe this method will meet the intent of the suggestion and will be easier to facilitate. Any alternate suggestions and any suggestions for the Nominating Committee will be welcomed.

Box 2002
University, Alabama

September 1, 1954

Dr. Harry J. Skornia
14 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Harry:

Welcome back from your vacation and thanks for the material you sent. I hope you are rested and raring to go. Now that you're thoroughly rested I will expect only hard work and an extremely cheerful attitude. Having spent three months in the worst heat I've ever lived through in my life you may expect an extremely critical and griping series of reactions from me.

I do want you to know that I have increasing price in the work from headquarters. I'm especially pleased with the calibre of programs and the efficiency in operation of the network. I think the Newsletter needs more emphasis in staff time and a general re-evaluation of function. I think we should reduce the amount of reprint material from the trade press and increase the general news concerning educational radio and television. I'd like to see for instance a special feature each month on one radio station operation and one TV station operation. This would have to be planned and the station manager would have to prepare the special articles. I'd like also to see more news of local station personnel and projects. A letter once a month from headquarters to each of the Regional Directors asking for news of his or her region would keep the Directors contacting the stations across their regions and keep news flowing in. We need to remember that the Newsletter is the one intimate contact for maintaining the sense of belonging which is so important to any organization and the sense of being in the know. Our two primary functions are the network and the Newsletter. Everything else must be of secondary importance. The network is in good shape and I would suggest that you now turn the bulk of your energies to the task of making the Newsletter the best source of information and of ideas available in the educational broadcasting business.

I trust you are building a sizable file on items for the Fall Convention. You and I will have to get together at least by the end of September to plan the agenda for each of the business sections in much tighter detail than we have ever done. I will get a note our to committee chairmen concerning committee meetings and committee reports in the next day or two.

May I suggest one additional chore for you. The programs which the network has distributed in the last two or three years have been most outstanding and have contributed greatly to the public information on and understanding of many aspects of modern living. I think it needs pointing out. I wonder if you could find time to spend two or three days analyzing the programs distributed, covering such topics as names, countries, subjects, types, etc., for a mimeographed release to all members and to the Foundation. The whole thing could be aimed at the Kellogg Foundation in the sense of saying to them "look what we have accomplished with your money and with our money and efforts."

Another badly needed report by Fall Convention time is an analysis of the total income of the organization with a projection into the future which will show clearly which of the functions we can carry on without aid from the outside, the termination date of existing grants and services, and a listing of services which we should carry on, showing amounts that would be required for each of these specific additional functions. This would give the Board a basis for decision of projects for which we should request funds and functions and projects which should be terminated. This discussion should be a major item on the agenda for one of the Board meetings in October.

My life here is one of fantastic activity - and I might add noise: trip-hammers tearing out foundations of old structures, tractors and steam shovels digging the basement of our new addition to the studios, unloading of steel in the front yard for the new tower, making last minute alterations in the floor plan and for renovation of the existing space, work on programs, trying to keep cool while doing all of this. We expect to begin programming on a limited basis by mid-November and hope to be in full swing (four to five hours a week) by January 1.

Good to know that you are back in the saddle and I sincerely hope that you had a wonderful, restful vacation.

Sincerely yours,

Graydon Ausmus
President

GA:sp

CC: NAEB Board

C
O
P
Y

September 7, 1954

Mr. Graydon Ausmus, President
National Association of Educational Broadcasters
Box 2002
University, Alabama

Dear Mr. Ausmus:

I have been deeply concerned about your letter of September 1, 1954 and the invitation which it carried to attend a conference on the future of educational radio and television broadcasting in conjunction with the National Association of Educational Broadcasters Convention.

Frankly there is nothing in the world that I would rather do than participate in this meeting. However, I am president of the Missouri State Teachers Association and in accordance with the tradition of this organization I am supposed to speak at the annual convention of the Missouri Congress of Parents and Teachers on October 27, at 9:45 a.m. in Kansas City. I just can't see how I can get to this meeting if I come on to New York the day before.

I am very grateful for the invitation and you may be sure that my complete cooperation will be given to Miss Fleming in her work.

Sincerely yours,

PHILIP J. HICKEY
Superintendent of Instruction

PJH:ak

cc - Miss Fleming

September 27, 1954

P.S. I have just checked to see whether any assistant superintendent could be sent. That seems to be out of the question. Mr. Hickey has asked me to express his sincere regret for not being able to come or to send a representative.

M.F.

Memo to full Board
Re: Skarvia note 9/24/54
only two presidents, Superintendents, etc. accepted our invitation.
On 9/23/54 I wired all asking for alternates.
To date I have named alternates — one turn down.

WAEB Headquarters
14 Gregory Hall
Urbana, Illinois

TO: WAEB Board

FROM: Skarvia

DATE: September 24, 1954

I just returned from a quick trip around the circuit: Toledo, Detroit, Ann Arbor, Jackson (for meeting with MPAC and Newburn), Battle Creek, Kalamazoo, and Chicago. As soon as I get through the stack of accumulated material, I'll try to get you a brief report on this. Meanwhile, we urgently need the answer to this question: WHICH OF YOUR PRESIDENTS AND/OR SUPERINTENDENTS HAVE ACCEPTED THE INVITATION TO MEET IN NEW YORK?

President Wilberry of Wayne, for example, wants to know whether the presidents themselves will be there, since he would not want to be the only one. He was very sympathetic, in the conversation I had with him, with Paul Richard.

Please rush the answer to this question as soon as possible, with copies to Siegel and Adams, and the rest of the Board. I shall begin sending collect telegrams of inquiry by Wednesday at the latest, since we do need to know the status of this situation.

cp

[illegible]
[illegible]
[illegible]

[illegible]

To: [illegible]

From: [illegible]

Date: [illegible]

[illegible]

URGENT

September 28, 1954

MEMO TO: NAEB BOARD

FROM: GRAYDON AUSMUS

SUBJECT: REPRESENTATION FROM OUR SUPERINTENDENTS AND PRESIDENTS AT THE BOARD MEETING

Please take up with your college presidents or school superintendents immediately the matter of representation at the October 26 meeting of the Board and at the luncheon and dinner. Those of us who have urged that our presidents come are going to be extremely embarrassed to find that we have secured only a scattering. This is an important meeting and it is urgent that our presidents be there. If they cannot come, please insist upon a top level representative. If we, as members of the board, do not believe strongly enough in the importance of getting these men there, we can't believe very strongly in the importance of the organization. Please make one more try.

Schooley, Skornia, Hull and I are meeting for one day next week to go over final details for the Fall Convention program and for the Board Meeting. If you have any suggestions for the agenda, please send them to Skornia immediately.

CONFIDENTIAL

CONFIDENTIAL

CONFIDENTIAL

We shall continue to keep in close touch, and if any basic decisions need making, we have all agreed to present the problems involved to our respective boards.

I hereby invite reaction to the above.

5) Battle Creek: After a year and a half on the job, I had never visited the W. K. Kellogg Foundation. Dr. Maurice Seay extended an invitation for me to stop by and I did so. We also had an opportunity to shake hands with Cecil Eidsley, although he was generally the busy at all our stops, while I was talking to Dr. Seay, Cecil was busy in discussions with Wallace Harmon of Kalamazoo, who was in Battle Creek also at this time.

I had the impression from the hour I spent with Dr. Seay that everything was in pretty good shape. He made clear to me, in answer to my indirect questions, that no decision has been made by the Kellogg Foundation regarding either the continuance or discontinuance of its support of the NAEB. A couple of the other recent notes to Kellogg, of which you will by now have received copies, are also the outgrowth of this discussion.

I pointed out, as far as our foundation relations are concerned, that we had always discussed with Kellogg first our long-range plans. We also always submitted to Kellogg first all requests which would affect our basic operation. I outlined the basic discussions now taking place in Washington among the various organizations concerned. I told him of the joint efforts of the NAEB and the NTAC in many areas. I told him of the need for us to know soon the Kellogg reaction to our Washington efforts. In this connection I explained the logic, in our opinion, of approaching them first, since the basic headquarters mechanism and organization was entirely Kellogg established, and we wanted to preserve credit where credit was due unless Kellogg specifically gave us a refusal on this point, after hearing all aspects of it. If they were not interested, I pointed out, we would obviously have to take it up with other possible sources of funds.

I pointed out that, with two exceptions (Engineering and Placement) all FAE Projects were on a project to project basis, with unused funds refundable at the conclusion of each, while the Kellogg Project was of a firmly-rooted on-going type. I called attention to the fact that only recently are the products of the past few years of their grant beginning to be publicly recognized.

I indirectly indicated the regret that we would feel if Kellogg were to cease its support of the NAEB at the point when the latter is achieving the sort of genuine stature which would reflect the greatest credit on Kellogg. I also indicated that all our relations could gladly be frankly discussed with Kellogg if they requested more material or such discussions. I also expressed the hope that our recent reports would provide a satisfactory answer to the question so often raised about "Where the NAEB is going."

In Dr. Seay I found a most intelligent grasp of the situation in very prompt fashion. He reassured me of their continuing interest and mentioned that Bob VanDuyn, as soon as he was leaving relations with the NAEB, would be back in this country from England the following week.

I found this also a more encouraging one in view of the earlier pessimistic impressions I was beginning to gather from various discussions in our Kellogg relations.

CONFIDENTIAL

6) Kalamazoo: Since Wallace Carmean, in charge of the Western State Teachers College, FM station, had earlier told me of their acquisition of a more powerful transmitter, which they were able to purchase from a Battle Creek commercial FM station which had discontinued operations, we stopped here at his request to give him technical advice, provided by Cecil Bidlack. The problem is essentially one of what to do to avoid interference with television as they go to the higher power. I believe this problem need not be further outlined here since it is a technical one.

One of the most important aspects of the acquisition of the new transmitter, is the fact that it was made possible by a grant from the W. K. Kellogg Foundation.

Carmean had earlier called me on this to see if I thought this would in any way endanger the WMEB's relations or status with Kellogg. Since it was a Battle Creek station that was involved, and since this was the first broadcast problem in which Dr. Seay (in the absence of Bob VanDuyn), personally became interested, I told Wallace that I'm sure we wouldn't want to hold him up.

In my meeting with Dr. Seay, I expressed our pleasure at their support, to the extent of some $7500, of this WMEB member station.

7) Chicago: Last stop on the four-day trip was the Conrad-Hilton Hotel, where, by previous appointment, I spent a few hours with G. H. Griffiths of the FAE. A number of the recent notes of which you have been receiving copies are the outgrowth of this discussion. Also discussed with him were the meetings being held in Washington, the results of which the FAE will probably await before making any fundamental long-range commitments to anyone, and an informal discussion of what sort of support would be adequate for the WMEB in case of possible discontinuance of the Kellogg grant and assumption of Washington office and public relations possibilities commensurate with our responsibilities.

In this content, I think it is essential that we not delay unduly getting an answer out of Kellogg on the Washington office. For Mr. Griffiths indicated to me the fact that they would like to take a look at a complete proposal for a total WMEB operation in case we believe that we could assume all or a portion of the tasks and duties now carried on by other FAE financed organizations. This is strictly confidential and strictly conjectural and indefinite.

Needless to say, we both kept the discussion in this regard on an extremely general and inconclusive level. However, the desirability of a statement of the long term fiscal needs and plans of the WMEB combining in a single picture our entire budget, regardless of source, appears important. I hope, with the help of Frank Schooley and Harold Hill, to have this ready for you at the time of the Directors' Meetings in New York.

In a general way, I reiterated the general sort of statements I had earlier made in the comments on the Calkins questions which you earlier received.

I should like to state that I have never left a meeting with Mr. Griffiths without feeling that a warm rapport exists. I believe he is convinced of the fact that we can and do, more economically than anyone else, perform many of

CONFIDENTIAL

the functions that need doing. Yet we can't do everything. And he is still concerned over the occasional delays in relations due to the admittedly necessary committee and membership structure of the organization.

In this connection, I should like to indicate that, as you have observed, I have begun to handle (with Grayden's approval) more and more of the routine details of our relationships generally and report to the directors for approval (or disapproval) afterwards in as many of those cases as possible where a delay might be to the NAEB's disadvantage. However, I would like your reaction all along to my procedure and general approach, since I do not want, or wish to assume, more authority than I should in this position. Your serious reactions to this problem will be greatly appreciated. By now you have had an opportunity to observe how it is beginning to work out.

COPY

AAUP Headquarters
14 Gregory Hall
Urbana, Illinois

COPY

September 29, 1954

Dr. Maurice Seay
Director, Division of Education
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Dr. Seay:

This is simply to say how much I appreciated and enjoyed meeting with you a week ago today. Since I assume that Bob VanDuyn is now back, I am sending him a note on next year's possible appropriation as effected by the fact that we now have an Associate Director as a part of our regular Headquarters' staff, whose salary is not included in the $34,000.00 Headquarters' budget subject to renewal next year. You may recall that provision for an Associate Director, with salary for a little over a year and a half was approved as a part of Headquarters' operation during the past year.

We shall be holding rather intensive meetings both before and at the New York Convention. Following those discussions we shall present our recommendations explicitly for the Washington office and other matters that I briefly went over with you. This will give us a basis of discussion of the whole problem in time for the firming up of plans for the future which must be completed before too long during the present fiscal year. These items will of course all be submitted to Bob VanDuyn, as in the past.

Once again, sincere thanks for your hospitality. And let us know at any time if there is anything we can provide you or the Foundation to help make your work easier.

Sincerely yours,

Harry J. Skornia
Executive Director

HJS:pc
cc: Robert VanDuyn

Copied AAUP Hq.
9/30/54.jy

COPY

NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

COPY

September 29, 1954

Mr. Robert VanDuyn
Associate Director
Division of Education
W. K. Kellogg Foundation
Battle Creek, Michigan

Dear Bob:

As Dr. Seay may have told you, I had the pleasure of meeting him and visiting the Kellogg Foundation for the first time a week ago today, when I was on my way through Battle Creek from other meetings. I'm sorry it was at a time when you weren't yet back, but hope I may pass that way again soon. Although I imagine this finds you still in the unpacking stage, I thought it might be desirable as soon as possible to get before you one rather limited request which might affect next year's grant.

This specifically concerns the fact that we now have an Associate Director, Harold E. Hill, as a part of the regular Headquarters' staff. By the beginning of the next fiscal year, Harold will have been with us approximately a year and a half. However, unless budgetary provision for his salary can be added to the earlier approved Kellogg grant expected for the 1955-56 fiscal year, we should have to drop Harold a year before the expiration of the rest of the present Kellogg grant.

I believe that by the end of the year and a half he will have served by the end of June, Harold will deserve a raise in salary. I hope to recommend to the directors an increase of something on the order of $800.00, for an annual salary of $8,000.00 per year. Adding to this the $623.20 retirement and $120.00 workmen's compensation charges which the budget would also have to carry, this would make a total of $8,743.20, not including any administrative charge, which I am sure we could absorb.

Inasmuch as I feel we owe it to Harold to know what the prospects are for the coming year as soon as possible, I hope you do not mind my request for an opinion on this matter as soon as possible. Granting it would not be interpreted as a decision on the part of the W. K. Kellogg Foundation to extend its commitments beyond the period already decided upon. For this more basic problem I am sure we all agree more time and more fundamental examination of all the issues and possibilities involved will be necessary.

At the time of this more intensive series of discussions I believe it extremely desirable for us to take up with you in greater detail than has heretofore been done the matter of the Washington office which the NAEB hopes to set up

within the next year, and various other problems which we have raised with you in a preliminary way in earlier requests and in informal discussions.

Meanwhile, we'll look forward to meeting with you in New York.

Sincerely,

Harry J. Skornia
Executive Director

HJS:pc
cc: Dr. Maurice Seay

Copied NAEB Hq.
9/30/54jy

MEMO TO: NAEB BOARD

SUBJECT: FALL CONVENTION

FROM: GRAYDON AUSMUS

At the October 5 meeting of Hull, Schooley, Skornia and Ausmus one of the subjects for discussion was honorary memberships and special citations. Those above are in agreement that it is now timely to award an honorary membership to Judith Waller who has contributed most positively over many years to the development of educational broadcasting both on the commercial and educational station and institution level. She is the only person whom we recommend for honorary membership at this time.

It was agreed by this group also that we should give WNYC and the WHA stations special and appropriate citations. Both operations deserve special attention and an appropriately worded citation would be helpful to both operations at this time.

A third category of citation is recommended for Frank Stanton of CBS for his courage in being the first national network to go on the air with an open editorial in support of a special belief.

Likewise, we recommend a citation for Mr. George Storer and Mrs. Bullock for their contributions to educational broadcasting. In this category of commercial operators who have made significant cash contributions, particularly to educational television, I would like to have any other suggestions which any of you have.

Please react to all of the above proposals by return mail. I will not notify any of these people of our intent before the end of next week, pending an answer from the full Board.

Harry and I both will be sending you more material and more details on the Fall Convention within the next few days. The first meeting of the Board is scheduled for 2 p.m., Sunday, October 24.

Please let me hear from you immediately on the recommendations above.

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

Return Mail
Reply Requested

TO: Full NAEB Board (except Siegel)

FROM: H. J. Skornia HJS/ak

DATE: October 7, 1954

It has been suggested that we might want to award honorary memberships and/or merit citations at the Convention. In recent discussions with Ausmus, Schooley and Hull, the following were suggested:

Honorary Membership - Judith Waller, NBC

Citations - Station WHYC and Seymour N. Siegel, for outstanding service to the NAEB in originating and continuing to actively support the NAEB Network, and for leadership in the area of international exchange of programs.

- Frank Stanton, CBS, for assuming national leadership in initiating the policy of presenting network editorials.

- Mrs. A. Scott Bullitt, President, King Broadcasting Co., for outstanding contributions to, and cooperation with, educational television (Seattle).

- George B. Storer, President, Storer Broadcasting Co., for outstanding contributions to, and cooperation with, educational television (gift to Alabama).

The names of Harold B. McCarty and the Oklahoma broadcaster who has been so helpful with contributions to the OETA (Dunn: Please supply the necessary information, if you think this advisable) were also brought up as possible recipients of citations. What are your reactions to these?

Please indicate your reactions to the above, plus suggestions for other recipients immediately or there will be no time to have the certificates prepared before the Convention.

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

Board

October 9, 1954

Dr. Harry J. Skornia
14 Gregory Hall
University of Illinois
Urbana, Illinois

Dear Harry:

Reference is made to your October 7th memorandum in re honorary memberships and citations.

1. I am in favor of an honorary membership for Waller, NBC.

2. I am in favor of a citation for Siegel.

3. I am in favor of citations for Stanton and Bullitt--- provided you recognize at least one educator of the type represented say by the personality of Arthur Adams. Public relations-wise all commercial recognition is unwise in my opinion. Possibly Siegel and McCarty are the answers to my criticism.

4. I am against the recognition of Storer and/or the Oklahoma broadcaster who gave Dunn's outfit help, UNLESS you get several more such men and (based on advice from Steetle) do a kind of across-the-board-recognition so that the principle of saluting a number of commercial broadcasters for this activity is recognized, e. g. that we don't adorn one or two who had private reasons for their beneficence.

5. Yes for McCarty.

I suggest the headquarters re-review all of these names after votes are in so too many citations don't cheapen the recognition.

Sincerely,

Richard B. Hull
Director, Region IV

cc-NAEB Board (except Siegel)

NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

October 11, 1954

Note:

To: NAEB Board

From: Skornia

Responses are coming in rapidly on proposals for the honorary certificate for Judith Waller and citations. There seems to be general agreement on the former. However, ideas are multiplying so rapidly for citation recipients that I am not sure the suggestion made by Marguerite Fleming isn't a good one. We are attaching a copy of her recent thoughts on this hereto.

Also, since recommenders seem in each case to be giving us mostly names, titles, and addresses, I think whoever recommends, must be made responsible for the wording of the citation in each case. Otherwise some pretty terrible errors are likely to creep in. We are not in a position to provide this wording here.

HJS:cp

Enclosure

P.S. Also recommended so far are Benjamin Abrams of Emerson ($10,000.00 each to first 10 ETV Stations) (Schooley) and (from Dunn) C. Wrede Peterameyer (KOTV) and John T. Griffin (KWTV).

RECEIVED
NAEB HEADQUARTERS

OCT 9 1954

AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

TO: Full NAEB Board (except Siepel)

FROM: H. J. Skornia

DATE: October 7, 1954

It has been suggested that we might want to award honorary membership and/or merit citations at the Convention. In recent discussions with Kumin, Schooley and Hull, the following were suggested:

Honorary Membership - Judith Waller, NBC — Yes -

Citations - Station WNYC and ~~George~~ A. Storer, for outstanding service to the NAEB in originating and continuing to actively support the NAEB Network, and for leadership in the area of international exchange of programs. — Yes!

- Frank Stanton, CBS, for assuming national leadership in initiating the policy of presenting network editorials.

I would go along with this if every station radio + TV in NAEB had a chance to recommend someone (if they cared to.) and then have the board make the final selection.

- Mrs. A. Scott Bullitt, President, King Broadcasting Co., for outstanding contributions to, and cooperation with, educational television (Seattle).

- George B. Storer, President, Storer Broadcasting Co., for outstanding contributions to, and cooperation with, educational television (gift to Alabama). — Yes!

What about the Richardson Foundation at Flint - Do we really know the whole picture well enough to select the outstanding ones? There are radio, of course -

The names of Harold P. McCarty and the Kaiser broadcasting unit have been so helpful with contributions to the CBEA (Dunn). Please supply the necessary information, if you think this advisable) were also brought up as possible recipients of citations. What are your reactions to these?

Please indicate your reactions to the above, plus suggestions for other recipients immediately or there will be no time to have the certificates prepared before the Convention. Could be sent afterward?

Dick Hull —

I'm very much in favor of citations to our own members who have done outstanding work. A start could be made this year - after that, I'd like to have stations or regions recommend names for board to consider.

I guess this is already established since it is honorary memberships, or whether we Why not let stations vote on whether we offer give citations to "outsiders"? I think it would be wise to consider this further before we start something that will set a precedent

227 Gregory Hall
Urbana, Illinois
October 14, 1954

Mr. Graydon Ausmus, President
N. A. E. B.
Box 2002
University, Alabama

Dear Graydon:

I, too, shall type my own letter. One gal out today, another I use for dictation is swamped.

I have no objections to giving you my full views. I trust I'm able to do so. However, if I leave something vague in your opinion, fire back and pin me down.

One thingm I shall attach a postscript, which I trust you'll put in the round filè and not make a matter of record.

I should hope that NAEB would stay here as long as it is good for NAEB to stay here. I think it should be headquartered (for the forseeable future at least) on some educational campus. From what I know now I see no good reason for moving.

I favor a Washington office. But for the present I do NOT think it would be good to have it the main office. Time may change the values, time may change my opinion.

If the time should come when the University doesn't want NAEB here, or if NAEB feels that it can't give the kind of services from here that it should be giving, then I would think it appropropriate to move. I'd think that pressures, direct or indirect, on NAEB to move to some other campus might make it appropriate to move. For example, f getting another large grant from Kellogg were contingent on putting headquarters on some other campus, then NAEB ould consider the value of that move without regard to University. Personally, I have great misgivings about Agricon project at Michigan State, about its real and value, about how NAEB should be tied to it. Someone's ing is confused, and I can't come to believe that it e.

Specifically answring your question about East Lansing or Ann Arbor. If NAEB is to movem then I think one of these might be better than many others. Between the two, if the price of independence of NAEB is not involved, I'd be inclined to favor East Lansing. If it should bring more involvements instead of fewer, then I'd be opposed to East Lansing.

On Ann Arbor, the thing in favor of that site would be the proximity to the Center. This assumes the Center is to stay in Ann Arbor. I'm not so sure that is going to happen. But if it does, then nearness of the two to each other is good.

Personally, I don't like Ann Arbor for geographical location. Too darned difficult to get to and from, especially the airport. Also, I thought Center made a mistake in not picking Champaign-Urbana, or Chicago, but I'm not upset about it. If the Center wishes to be in AA, or some other spot, it's o.k. by me. It's interesting to note that the Center ends up by using Uof I for distribution. Logic seems to be with me, anyhow.

One other thing, God willing I'll have all the treasurer's reports ready, audited, reported, duplicated for convention time. Don't want you to worry about that.

Always good to see you, and especially have you in our home. The family always enjoys your presence.

Sincerely,

Frank E. Schooley

NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

NAEB

OFFICE OF THE PRESIDENT

10-11-54

Dear Frank,

I am enclosing a copy of the notes on our meeting last week. Wish we could have taken time to go into further steps in implementing the outline and financing it. If you have any time on your hands, put your fertile mind to work and see what you can come up with.

One of the things I am most eager to have your ideas on the question of location of headquarters and the opening of a Washington office. You have never spoken frankly about our moving from the U. of I. Do you think it is necessary and inevitable? I cannot get a positive statement from any one on this. You know that I have always been strong for keeping the office there--did perhaps more talking than anyone else in getting it located there in the first place-- and have always resisted suggestions that it be moved; however, in the past year, I get more and more the impression that you and Schramm believe it should be moved and must be moved--less from you than from Wilbur. I think you know that I prefer to see the office remain there. On the other hand, if you and Wilbur feel that it should be moved, we need to be planning toward that move. How about an honest evaluation of this?

It seems unlikely that we could afford to move the whole operation to Washington, though I think there is much to be said for keeping the entire force together, because of the high rental we should have to pay. On the other hand, I am convinced, as I have been for two years, that we must have a Washington office. If we must move from Illinois, how about Ann Arbor or East Lansing. I am sure they would like to have the operation at Michigan State and the space and services for the Agriculture project get free sailing there. We could assume that the same would happly to NAEB.

Think it over and let me know.

The dinner at the Schooley Showspot was wonderful. I always enjoy seeing your very lovely wife and those marvelous youngsters of yours. Please thank Eleanor for me.

Look forward to seeing you in New York.

Sincerely,

Graydon

October 14, 1954

CONFIDENTIAL MEMO TO THE BOARD

I wish to recommend that Skornia be given a raise as of November 1, in the amount of fifteen hundred dollars a year. My reasons are as follows:

1. This job is one of the top ones in educational broadcasting and must carry a salary commensurate with the responsibilities.

2. The three other comparable jobs in this business pay thirteen fifty, seventeen fifty, and (the third) a figure considerably in excess of either.

3. We budget $10,000.00 for Skornia but are actually paying only $8,500.00. The University of Illinois pays the balance of the ten because of his teaching. If we raise his pay to $11,500.00, we still pay only $10,000.00 as originally budgeted.

4. This job has a guarantee only through July 1956, the termination date of the Kellogg five-year grant. "Temporary" jobs come higher.

5. Harry has put his full energies into the job and deserves the encouragement a raise would give him. He has been on the job a year and one half.

Think it over and give me a reaction before the Board meeting in New York so I will have some indication as to your feelings on the matter.

Graydon Ausmus

91.5 mc **KSLH** fm

BOARD OF EDUCATION CITY OF ST. LOUIS DIVISION OF AUDIO-VISUAL EDUCATION

1517 South Theresa Avenue (4)

October 14, 1954

NAEB Board

Additional Suggestions For NAEB Board or Committee Consideration

1. Will there be any money available for regional meetings this year?

2. Will there be any opportunity for regions to sit together at any convention dinner or luncheon? I feel that, if we want to build regional unity, we need to have a chance to meet the people in the region.

3. Promotion Sheets for all programs offered on the Network.

   Would it be possible to send promotion sheets for each series and perhaps for each program, similar to those sent out for THE WAYS OF MANKIND and JEFFERSONIAN HERITAGE?

   The more staffs are cut the harder it is to find time to do a good job of publicity. I feel that this help would be welcomed all over the country. We certainly stamp our stations by the quality of our news releases.

cc-Mr. Ausmus
Mr. Schooley
Mr. Segiel

NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

TO: Board of Directors

FROM: Harry J. Skornia

DATE: October 15, 1954

Herewith, as prepared by the strong right arm of the NAEB, Harold Hill, the quarterly fiscal report of Headquarters as promised. We hope you find it satisfactory.

A couple of comments need making. In view of the fact that the billings for many services we pay for are received at least a month late, $1500 or so in bills are always outstanding for travel, mailing charges, duplicating, etc. We therefore have somewhat less than is shown at any given time. Our balance is somewhat less than our budget because all income has not yet been received. Other details could be mentioned, but I believe they could more easily be answered orally when you raise specific questions. Harold and I stand ready to provide supporting and clarifying material of any type you want. Please bring your copy to New York.

HJS:cp

Enclosure

NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

TO: Board of Directors

FROM: Harry J. Skornia HJS/c

DATE: October 15, 1954

Graydon and I have just had a telephone conversation on the matter of citations and the honorary memberships. There seems agreement on Judith Waller. We shall therefore have an honorary certificate ready for her for the banquet. There is also general agreement on WNYC and Siegel, WHA and McCarty, and Frank Stanton and CBS. We shall therefore also prepare actual citation certificates for these three. Ruth Gordon has also been suggested by a couple of persons for her Youth Forum. Will you concur? If there is any question we can include her in the group and situation discussed in the next paragraph.

In answer to the note many suggestions came in. In addition Mrs. Bullitt and Mr. Storer have now been joined by the following: Abrams of Emerson, The Rich Foundation, the Mott Foundation of Flint, Petersmeyer and Griffin of Oklahoma and others still coming in. The suggestion made by Graydon on this is that we check these with you at our first board meeting and possibly wire them from New York on Monday to see whether they could have a representative at the Convention for the citation on Friday. Graydon and I had apparently independently arrived at the brilliant idea that, if you agree, we could simply read a list, with short descriptions of their contributions, of those civic-minded commercial broadcasters who have significantly aided the cause of educational television in America. Will try to get something drafted for this before leaving, and we shall bring along citation certificates. The only catch is that the latter would not fit this last group, unless we have all the drafting and lettering done in New York.

The awards approved will be to WNYC and the Mayor of New York with mention of Siegel, and to WHA and the Wisconsin Radio Council, with mention of McCarty.

Let us have any more names that occur to you.

HJS:cp

NAEB HEADQUARTERS
14 Gregory Hall
Urbana, Illinois

TO: *Mr. Norbert J. Hruby, Director, Public Information Center, Loyola University, Lewis Towers - 820 N. Michigan Avenue, Chicago 11, Ill.
Mr. Donley F. Fedderson, Department of Radio and TV, Northwestern University, Evanston, Ill.
Mr. Stewart S. Howe, Vice President in charge of Development and Public Relations, Illinois Institute of Technology, Technology Center, Chicago, 16, Ill.
Mr. George Jennings, Director, Radio Station WBEZ-FM, Chicago Radio Council, 228 N. LaSalle Street, Chicago, Ill.
Mrs. Catherine Johnson, Office of University Broadcasting, University of Chicago, Chicago 37, Ill.
Mrs. Elizabeth E. Marshall, State Radio-Television Chairman, Illinois Congress of Parents and Teachers, 228 N. LaSalle Street, Chicago 1, Ill.
Mr. Alfred E. Partridge, Public Relations Office, University of Illinois, 1853 W. Polk Street, Chicago 12, Ill.
Mr. Frank E. Schooley, Manager, Radio Station WILL, University of Illinois, Urbana, Ill.
Mr. John W. Taylor, Executive Director, Station WTTW-TV, 38 S. Dearborn Street, Chicago, Ill.
Miss Judith Waller, National Broadcasting Company, Inc., Merchandise Mart, Chicago 54, Ill.

FROM: Harry J. Skornia H.J.S.

DATE: October 15, 1954

President Graydon Ausmus has asked me to pass on to you his appointment of you to the Committee to plan the NAEB Convention to be held in Chicago in 1955. We hope you can and will be able to serve. As soon as you let me know I'll send you all materials on hotels, etc., as received to date.

wc

*Chairman

NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

MEMO

TO: New members of the Board - Adams, Coleman, Harley, and Paulu

FROM: Skornia

DATE: November 5, 1954

I am finally at the point where I can get out a brief note to you. On their way to you are many materials with an earlier note from me. This is the first installment in an effort to be sure you are completely oriented on everything we are involved in. If you have any additional questions as a Board member, please let me have them and I'll do my best to provide brief, honest answers.

I expect, as Schooley has said, that the next year will be an important and in some respects a crucial one. I want to be sure that you have all the background necessary for the decisions which will need to be made concerning continuation of financial support for Headquarters, the many other projects in the works, and relations of the NAEB with the JCET, NCCET, ETRC, and other organizations. I expect that Schooley will be calling a meeting to go over all these matters as soon as the need for decisions and discussions justifies it. Until then our informal way of keeping you informed will be to send you copies of everything important, frequently with hastily handwritten notes.

Let us hear from you.

HJS:cp

cc: Schooley ✓
Dunn
Ausmus

FYI

MEMO TO: NAEB BOARD

November 2, 1954

FROM: Graydon Ausmus

At the informal meeting of the Board of Directors of the Joint Committee on Educational Television last Wednesday in New York City the group agreed, subject to the approval of the organizations represented in the JCET, to admit to membership in the JCET (1) the American Association of School Administrators (2) the National Congress of Parents and Teachers.

I was requested to take this up with the NAEB Board prior to the next meeting of the JCET Board which is next Wednesday, November 10.

In case you are interested, I think admission of both of these groups is desirable and would recommend them to you.

Under the articles of agreement under which the JCET was established, one of the provisions made is that "the membership of the JCET may be increased upon recommendation by the JCET and subject to approval by the Boards of Directors of the seven organizations represented.

Please scribble a yes or no on this letter and return it to me immediately, air mail, so I can be informed of the wishes of the Board prior to the November 10 meeting.

Schooley FYI

NAEB Headquarters
14 Gregory Hall
Urbana, Illinois

MEMO:

TO: Retiring Officers - Hull
Hunter
Miller
Siegel

FROM: Skornia

DATE: November 5, 1954

This week has been so busy in getting back on top of routine matters, that this note has been delayed. I simply want to say that it has been a pleasure to work with you all. I hope you'll call on me whenever I can be of help or assistance. I know that, after the period served as a member of the Board you are bound to have more than a passing interest in what happens.

I think it has been a good year, due in large part to the wisdom, vision, and always available straight from the shoulder advice and guidance you have always been willing to provide when I needed it. My sincere thanks.

HJS:cp

To: NAEB Headquarters.

From: (fill in)

Re: Ballot on Items 1 and 2, dated 11-17-54, submitted by President Schooley.

I vote (yes or no) on:

Item 1: (Treasurer's Bond) _____

Item 2: (Depository) _____

_____
Signed

_____
Date

Item No. 2
11-17-54

TO: NAEB BOARD OF DIRECTORS

From: Frank E. Schooley

Re: NAEB depository

Treasurer Coleman requests designation by the NAEB Board of Directors of the East Lansing State Bank as depository for NAEB funds in the hands of the NAEB treasurer. This is not only a convenient bank for the treasurer, it is also one of the best banks in the Lansing area. Michigan State College uses this bank for most of its checking accounts, including all payrolls and general business. As of October 7, 1954, the resources of the bank were listed at $11,650,494.89, including cash and U. S. obligations in amount of $6,701,493.95.

It is necessary for us to adopt the following resolution:

"Be it resolved that all checks, drafts, notes or orders drawn against said account be signed by any of the following:
R. J. Coleman, Treasurer
whose signature shall be duly certified to said bank, and that no checks, drafts, notes or orders against said Bank shall be valid unless so signed.
"Be it further resolved, that said Bank is hereby authorized and directed to honor and pay any checks, drafts, notes or orders so drawn, whether such checks, drafts, notes or orders be payable to the order of any such person signing and/or countersigning said checks, drafts, notes, or orders, or any of such persons in their individual capacities or not, and whether such checks, drafts, notes or orders are deposited to the individual credit of the person so signing and/or countersigning said checks, drafts, notes or orders, or to the individual credit of any of the other officers or not. This resolution shall continue in force and said Bank may consider the facts concerning the holders of said offices, respectively, and their signatures to be and continue as set forth in the certificate of the Secretary or Assistant Secretary, accompanying a copy of this resolution when delivered to said Bank or in any similar subsequent certificate, until written notice to the contrary is duly served on said Bank."

Treasurer Coleman recommends approval. I concur.

Sincerely
John W. Dunn

Item No. 1
11-17-54

TO: NAEB BOARD OF DIRECTORS

From: Frank E. Schooley

Re: Treasurer's Bond.

Treasurer Coleman requests authority to purchase security bond in the amount of $40,000 from the Herman Henkel Agency, Lansing, Michigan, at a premium of $90 per year. The premium is list, minus 10 percent. The discount is based on non-profit and charitable organization designation. The bond is to be for one year, January 1 to December 31, 1955.

The bonding company would be the Auto Owners Insurance Company.

Treasurer Coleman recommends approval. I concur.

Report No. 1
11-17-54

To: NAEB BOARD OF DIRECTORS

From: Frank E. Schooley

Re: Presidential Activities, etc.

1. It is the intention of the president to issue these reports from time to time, in much the same form as this. They'll be numbered, dated, and subject matters indicated.

2. Also, I hope to keep abreast of more or less routine board matters by mail. I'll use a form and ballot, and will furnish second copy of ballot if you care to use same for records. Personally, I'd think it would save file space if you'd indicate your votes on recommendation sheet. But you'll get two copies on first mailing so you can judge what you wish to do.

3. Treasurer Bob Coleman and I had thorough going over of problems relating to the treasurer's duties, obligations, and financial practices of NAEB. No doubt, Bob will have many questions from time to time. However, we did agree on a number of things, which I'll list here:

a. Schooley will retain duties of treasurer to Jan. 1, 1955.
b. Schooley will transmit funds in approximate amount of $40,000 shortly before first of new year. Balance after Jan. 1.
c. Schooley will handle all deposits, disbursements through December 31, 1954; Coleman all transactions beginning Jan. 1.
d. Coleman will furnish request for Board approval of depository designation.
e. Coleman will seek Board approval of bonding in amount of $40,000.
f. Schooley will prepare and mail all statements up to January 1, and including mailing of statements for 1955 dues.
g. Normally, all revenues and bills for payments will pass through headquarters. Revenues will simply be mailed on. Bills will have appropriate notations, such as account to which they should be charged, and approval of proper authority in headquarters.

I think I've stated most matters of importance that we discussed, and I believe I've reported correctly our agreements. As I say, we'll probably meet again or discuss again many situations until Bob learns the complexities of operations.

4. While in Ann Arbor for the Illinois-Michigan football game (which, I need not tell you, Illinois lost) had lunch with Waldo, Garnet, Ed Staheff, and Ed Willis. Also visited Center offices and all staffers.

5. Page 1 is running out and I hope to hold as many reports to one page as is possible, so I stop on page 1, report 1.

cc: Skornia

TO: NAEB BOARD OF DIRECTORS

Report #2
11-17-54

From: Frank E. Schooley

Re: Ad Hoc Co-ordination Committee.

This is to report the presence of your president, along with Immediate Past President Graydon Ausmus, at a meeting of a sub-committee for drafting a report for possible acceptance of five organizations engaged in educational radio and television.

Present were Dr. David Henry, Mr. Robert Calkins, Mr. Ralph Steetle, Mrs. Eunice Parker, Ausmus, and Schooley.

It was agreed to redraft the original report to include organizational and content changes, based upon an outline on which there was unanimuus agreement. When the sub-committee completes its work, draft will go to the full ad hoc committee, and hence to respective organizations for considerations. Obviously, no actions of the sub-committee or full ad hoc committee are binding on any of the presently participating organizations.

It was a good meeting, and entered into in good spirits by all. It ended the same way. Your president was there by invitation because technically Graydon had been serving on the sub-committee.

By invitation, I attended meeting of the JCET on the following morning. As you may or may not recall, Graydon's term on the JCET does not end until April 1, 1955. Your president has no intentions of making any change before that time, if any then.

Also your president was the discussant at the luncheon meeting of JCET. That's where the JCET board members search the soul of the discussant. It was pleasant, and probably especially difficult for JCET members in searching such a subject. Only kidding. I think all enjoyed. I certainly did.

More on this as matters develop.

cc: Skornia

Watch JCET. The Washington Clambake was quite a show. Masterful! Why in hell didn't NAEB set up such a meeting? Dozens of University administrators expressed themselves to me. They think JCET is the only ETV organization. Ralph was all smiles for he was top rooster. And he is!

TO: NAEB BOARD OF DIRECTORS

Report No. 3
11-17-54

From: Frank E. Schooley

Re: Committees/ Communications

1. Intro. I admit to fudging on November 17, but I'm trying to start things and catch up at the same time.

2. Thanks for your responses to my committee inquiry. All but one director responded, although one responding was too late for consideration. I thank you all. I trust you'll accept, if not approve my appointments. Couldn't please all. Couldn't even please myself in all cases. But I did receive many fine suggestions.

3. It is the intention of the president to have inserted in the NAEB News Letter each month a President's Page, which will be one or more pages long, and which will be inserted in the NL just inside the back cover. It will go to actives and associates only. It will not be bound in other copies of the NL. I think this should help us keep the members better informed, as well as reasonably happy.

The contents of this page do not need to be confined to comments of the president. Some of you may have ideas or comments to include. The president is simply willing to accept the responsibility, and will prepare same each month.

Deadline for each issue is 25th of month preceding month of dated publication. There was a slight change in deadline for December issue because of personnel reasons. Also, we desired to get committee listings published and to all members.

4. The headquarters now has its new mimeo machine. We are holding in abeyance purchase of hecktograph type of machine for the present. We can still borrow.

cc: Skornia

14 Gregory Hall
Urbana, Illinois
November 15, 1954

MEMBERSHIP COMMITTEE

Edwin Adams, KUOW, Chairman
John W. Dunn, Okla. Ed. TV Authority, Co-Chairman
Kendall Crane, WDUQ
Vernon McKown, WNAS
Camille Halyard, WBKY
Lucile Ruby, WLSU
W. A. Gregory, WSHS

Dear NAEBer:

Please accept this as a personal letter. Without use of this duplicating process the 100 letters going out this week would be much later.

Listed above is your name on one of the important NAEB committees. I trust you'll be willing to serve. I assume you will, and thus you won't need to reply.

There'll be work for your committee to do shortly, and within the next week or two I'll be writing your committee with suggestions. Meanwhile, if you have suggestions for your committee work, or for any other committee, I'll be most happy to hear from you.

Sincerely,

Frank E. Schooley

Frank E. Schooley,
President

O.K.
I shall send
membership committee
files to Ed in several
days. I don't know
when I'll catch up.
John

November 19, 1954

Mr. Paul A. Wagner
Film Council of America
600 Davis Street
Evanston, Illinois

Dear Paul:

While there's some doubt of NAEB's direct concern with the 16mm film question, there could be relationship on the TV basis. If you think our concern with film on TV might be beneficial to others in such meetings, then let me say NAEB is interested and willing to cooperate. In such event, I would designate the NAEB representative as our Executive Director, Harry J. Skornia.

Sincerely,

Frank E. Schooley
President

FES:js
cc: H. J. Skornia

CONFIDENTIAL

TO: NAEB BOARD OF DIRECTORS

Report No. 4
12-1-54

From: Frank E. Schooley

Re: Subscription Television

I'm stamping this letter "confidential" because I believe our position as an Association should be roughly "no" decision, no action now.

On basis of Board members who have voted, on advice of TV Development and Engineering Committee members, and on advice of counsel, I suggest our position should be, and so far as I am concerned, will be, to sit by and watch developments for the present.

Only two Board members think we should presently get involved. Four think definitely that we should not. Two believe we should sit and wait. Two not voting. Others have not yet replied. Counsel believes the fight is one of commercial interests, and unless other factors unknown to him change picture, we would be better on the sidelines, watching.

Thus, Report 4, now ends consideration of Inquiry No. 1. I thank you for your responses. For the present, the matter is closed.

cc: H. J. Skornia
Cohn & Marks

Engineering Committee
Television Development Committee

Report #5
12-10-54

TO: NAEB Board of Directors

From: Frank E. Schooley FES

Re: Transfer of treasurer's funds and duties.

1. Barring major emergency, treasurer transactions and most duties will be suspended, December 24-31, 1954, inclusive. This period will be used to clear the books, the bank, etc.

2. Effective January 1, 1955, all deposits and all disbursements will be handled by Bob Coleman.

3. The moratorium will be used to close out of the books, check accounts, and make necessary statements as of December 31. You'll receive a report.

4. On or about December 20, I shall transmit to Bob Coleman a sum with which to start his account. It probably will be in the amount of $40,000. The balance, I'll transmit to him earliest possible moment, probably on December 31 or January 2.

5. Practically all statements for dues and News Letter subscriptions for 1955 have already been prepared and will be mailed from this office.

6. Practically, if not all transactions will go through headquarters so Skornia, Hill, Bidlack, Underwood can check, as well as assign accounts to which to be charged. This way Bob will have advice before he has to act as treasurer.

7. Employee checks (Engineering Service and Placement) must always be written as of the first of the month. This makes it imperative that Coleman have funds to cover first checks he'll write, as of January 1 for December services. To write earlier would complicate the income tax records of the individuals involved.

8. Schooley will prepare and file the income tax and the social security tax report for Internal Revenue.

9. My bond will expire as of December 31. It will not be renewed. Coleman will have bond, approved by Board, in same amount as carried by me--$40,000.

10. As of December 8, I returned to FAE the sum of $8,704.16, balances in six projects now completed. These items: Monitoring, '51-'52, (2) '53, (3) '54, (4) Lincoln Lodge seminar, (5) TV Production Workshop '53, and (6) Grants-In-Aid '52-'53.

11. The Chicago Radio Project has been closed out with no balance. The New York Educational Institute by Radio will be closed out shortly.

Report #6
12-12-54

TO: NAEB BOARD OF DIRECTORS

FROM: Frank E. Schooley FES

RE: NAEB Radio Network.

There have been numerous discussions of name for NAEB Radio Network. This has been topic for regional meetings, for some of our Board discussions. We've used various forms on our taped programs.

In order to give direction and, I hope, solve the dilemma that poor John Holt has been in so often, I've instructed him to use: NAEB Radio Network.

I hope you'll all approve. Violent objectors only ones needing to file with me. Otherwise, we're proceeding, in spirit of membership wishes and in line with keeping NAEB identification as well as use a type used by most all radio.

TO: NAEB BOARD OF DIRECTORS

Inquiry #2
12-12-54

From: Frank E. Schooley FES

Re: Some more Committee appointments.

Before Christmas I propose to appoint three more committees. Your reactions to my proposals will be appreciated. For your convenience I'm enclosing two copies. You may indicate your feelings on one copy and return. Please identify yourself.

Committee to Select 1956 Convention Site:

Burton Paulu, KUOM, chairman
B. Kendall Crane, WDUQ
Haskell Boyter, WABE
Elmer Sulzer, WFIU
Gale R. Adkins, University of Texas
Richard P. Marsh, KCSM

NB. This committee is to recommend three sites, no more, to the Board of Directors, in order of committee preference. This committee should complete its work via mail probably by February 1. Too, each region represented, as well as actives and associates, colleges and schools.

Awards and Citations Committee

H. B. McCarty, WHA, chairman
Carl H. Menzer, WSUI
Ola Hiller, WFBE
Allen Miller, KWSC
Martha Gable, Philadelphia Public Schools

NB: This committee could have special work two seasons of the year, (1) At Columbus in April; (2) at national convention in fall. Recommendations will be asked of committee, for possible action by Board of Directors. Committee may wish to elicit recommendations from total membership.

Grants-In-Aid, 1955

Richard Vogl, WOI, chairman
Jack Westbrook, WUOT
Lucile Ruby, WLSU
William Harley, WHA
Lee Eitzen, WSUI

NB: This committee to be activated only if we secure an additional grant from ETRC for grants-in-aid radio. We will.

Ya ho, and a bottle of rum.

Dunn from Oklahoma (and I'm not a cowboy or an Indian) wishes to congratulate the honorable president and confirm his excellent idea of additional committees and their personnel. However, in deference to the sober intent of our great organization I think I shall ppopose an investigation of our President's sobriety. Best of the season to you and a doff of my hat to your dear wife who, I hope, is in good health even though-----!

cc: H. J. Skornia
Cohn & Marks

FES

To: NAEB Headquarters.

From: (fill in) Earl Wynn

Re: Ballot on Item 3, dated 12-17-54, submitted by President Schooley.

I vote (yes or no) on:

Item 3:(Radio Grants-in-Aid for 1955-56) Yes

Earl Wynn

Signed

2 Jan, '55

Date

Item No. 3
12-17-54

TO: NAEB BOARD OF DIRECTORS

From: Frank E. Schooley FES

Re: Radio Grants-in-Aid for 1955-56.

President Harry Newburn, of the Center, has advised Skornia that the Center Board of Directors has authorized placing in the Center budget the sum of $42,000. to carry on the Grant-in-Aid program. This amount would include $2,000 overhead designed to take care of NAEB's expenses and administrative costs.

The letter contains the following paragraph:

> "The Board of Directors made one suggestion with which our staff concurs. They felt that there should be some design, plan or possibly theme operating in the assignment of these grants and directing in some measure the general nature of the content for which such support will be given. It is necessary, therefore, for me to suggest that in connection with planning for the grants this year procedures be developed to insure that some such pattern is made available. This, the Board felt, would tend to place some limitations upon the nature of the program content for which the Center would make grants on the recommendation of the NAEB and thus concentrate a little more about some significant program needs in the offering. While the Center has no desire to dictate the nature of this pattern, we do wish to encourage its development."

I recommend approval.

RECEIVED
RADIO STATION
JAN 8 10 16 AM 1955
WILL & WIUC
UNIVERSITY OF ILLINOIS

To: NAEB Headquarters.

From: (fill in)

Re: Ballot on Item 3, dated 12-17-54, submitted by President Schooley.

I vote (yes or no) on:

Item 3:(Radio Grants-in-Aid for 1955-56) Yes

J. F. Macandrew
Signed

Jan. 4, 1955
Date

To: NAEB Headquarters.

From: (fill in)

Re: Ballot on Item 3, dated 12-17-54, submitted by President Schooley.

I vote (yes or no) on:

Item 3:(Radio Grants-in-Aid for 1955-56) _____

_____
Signed

_____
Date

TO: NAEB BOARD OF DIRECTORS

Report No. 4
12-1-54

From: Frank E. Schooley

Re: Subscription Television

I'm stamping this letter "confidential" because I believe our position as an Association should be roughly "no" decision, no action now.

On basis of Board members who have voted, on advice of TV Development and Engineering Committee members, and on advice of counsel, I suggest our position should be, and so far as I am concerned, will be, to sit by and watch developments for the present.

Only two Board members think we should presently get involved. Four think definitely that we should not. Two believe we should sit and wait. Two not voting. Others have not yet replied. Counsel believes the fight is one of commercial interests, and unless other factors unknown to him change picture, we would be better on the sidelines, watching.

Thus, Report 4, now ends consideration of Inquiry No. 1. I thank you for your responses. For the present, the matter is closed.

cc: H. J. Skornia
Cohn & Marks

TO: NAEB BOARD OF DIRECTORS

Inquiry #1
11-17-54

From: Frank E. Schooley FES

Re: Subscription Television

1. Should NAEB take a position on subscription television? Yes

Should it file if and when the Commission requests comments? Yes

If you are not familiar with the latest may I suggest you read Page 31 of BROADCASTING magazine, dated November 15.

I am making a similar request for opinion of the Engineering Committee, of the Television Development Committee, and of our legal counsel.

cc: Skornia

Since subscription TV may prove to be an important method of financing educational TV — been for college courses for credit etc — I think we should make a representation.

Bob Hartley

TO: NAEB BOARD OF DIRECTORS

Inquiry #1
11-17-54

From: Frank E. Schooley FES

Re: Subscription Television

1. Should NAEB take a position on subscription television?

Should it file if and when the Commission requests comments?

If you are not familiar with the latest may I suggest you read Page 31 of BROADCASTING magazine, dated November 15.

I am making a similar request for opinion of the Engineering Committee, of the Television Development Committee, and of our legal counsel.

cc: Skornia

I believe we should take a position in favor —

Powers. Tiemann

UNIVERSITY OF MINNESOTA
GENERAL EXTENSION DIVISION
MINNEAPOLIS 14

RADIO STATION KUOM

November 23, 1954

Mr. Frank E. Schooley
Station WILL
University of Illinois
Urbana, Illinois

Dear Frank:

Upon my return to the office yesterday after a week at the Land Grant College meeting in Washington, I found your several reports dated November 17. I hasten to answer.

First off, I am voting "yes" on both matters relative to the treasurer. I have one slight question however; shouldn't the bank account be set up so that some other officer could sign a check in the absence or incapacity of the treasurer? I recall we did this several years ago when the late W. I. Griffith was treasurer, and it would seem a reasonable safeguard. After all, we live in a dangerous age, what with motor cars, airplanes and what have you, and it might be good to have the president or someone authorized to sign checks against these funds if necessary. This may be something which is already taken care of, but I mention it for whatever it is worth.

Relative to the inquiry on committees, I fear I am the one director who didn't respond (see paragraph 2 of your report number 3), but this was because I had previously written you about this, and not because I didn't give the matter a thought. Actually I approved your suggestions, for which reason I didn't comment on them further.

I shall bring myself up to date on the subscription television problem in the next few days and offer a comment as to whether or not I believe NAEB should take a position on it.

It is good to see that you are getting in to matters so well. I hope to be of every assistance possible.

With best personal regards,

Yours sincerely,

Burton Paulu
Manager of KUOM

BP:dg
Enc.

THE OHIO STATE UNIVERSITY
HOWARD L. BEVIS, *President*
COLUMBUS 10

BROADCASTING STATION WOSU AND WOSU-TV
820 Kc. 5 Kw.
WOSU-FM 89.7 Mc. 14 Kw.
WOSU-TV CHANNEL 34
ROBERT C. HIGGY, *Director*

November 19, 1954

Mr. Frank E. Schooley,
Director,
Office of University Broadcasting,
University of Illinois,
Urbana, Illinois.

Dear Frank:

I have your two letters re the Engineering Committee and subscription television. I will be happy to serve on the Engineering Committee again and do what I can for NAEB.

I do not feel at this time that the subscription television matter is clear enough to warrant any definite stand by NAEB. It may have very important implications for educational television but at the moment I certainly would not know what kind of a stand to take. I would most certainly not want to oppose it at this stage nor make any strong plea for it. I think we will do well to sit by for awhile yet.

With kindest regards,

Sincerely,

Robert C. Higgy

Robert C. Higgy
Director

RCH/mg

Copy to Mr. Carl Menzer,
WSUI,
University of Iowa,
Iowa City, Iowa.

TO: NAEB BOARD OF DIRECTORS

Inquiry #1
11-17-54

From: Frank E. Schooley FES

Re: Subscription Television

1. Should NAEB take a position on subscription television?

Should it file if and when the Commission requests comments?

If you are not familiar with the latest may I suggest you read Page 31 of BROADCASTING magazine, dated November 15.

I am making a similar request for opinion of the Engineering Committee, of the Television Development Committee, and of our legal counsel.

cc: Skornia

I have no definite conviction. I feel that subscription television will benefit the theater type of spectacular and the feature movie programs more than any other. The only way an educational station would profit would be in the case of an outstanding football game or similar broadcast.

I do not believe that many folks will pay to get the school of the air or credit course kind of program. Perhaps I do not understand the public but that is my belief.

I see subscription television as favoring a minority group by giving it a monopoly on a public owned facility. It is the old clear channel situation over again. If that is true then perhaps NAEB should intervene to protect the future of public education by television. It would be on this basis alone that I would consider intervention.

These two points of view will have to be weighed against each other and the NAEB position determined by which is the stronger.

R. J. Coleman

TO: NABB BOARD OF DIRECTORS

Inquiry #1
11-17-54

From: Frank E. Schooley FES

Re: Subscription Television

1. Should NAEB take a position on subscription television?

Should it file if and when the Commission requests comments?

If you are not familiar with the latest may I suggest you read Page 31 of BROADCASTING magazine, dated November 15.

I am making a similar request for opinion of the Engineering Committee, of the Television Development Committee, and of our legal counsel.

cc: Skornia

Believing as I do that subscription television is heresy for educational institutions, I would vote "no." If the majority favors it — O.K.

G. Cusmus

TO: NAEB BOARD OF DIRECTORS

Inquiry #1
11-17-54

From: Frank E. Schooley FES

Re: Subscription Television

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Should it file if and when the Commission requests comments?

If you are not familiar with the latest may I suggest you read Page 31 of BROADCASTING magazine, dated November 15.

I am making a similar request for opinion of the Engineering Committee, of the Television Development Committee, and of our legal counsel.

cc: Skornia

No
Have ever become
an active participant
were dealing ETV a hard
blow! Politics would like
the idea but? say
hands off!

RECEIVED
NAEB HEADQUARTERS
DEC 23 1954
AM 7|8|9|10|11|12|1|2|3|4|5|6 PM

To: NAEB Headquarters.

From: (fill in)

Re: Ballot on Item 3, dated 12-17-54, submitted by President Schooley.

I vote (yes or no) on:

Item 3:(Radio Grants-in-Aid for 1955-56) yes

Signed James B. Lickard

Date 20 Dec 54

FES

To: NAEB Headquarters.

From: (fill in)

Re: Ballot on Item 3, dated 12-17-54, submitted by President Schooley.

I vote (yes or no) on:

Item 3:(Radio Grants-in-Aid for 1955-56) Yes

Edwin H. Adams
Signed

12-21-54
Date

To: NAEB Headquarters.

From: (fill in)

Re: Ballot on Item 3, dated 12-17-54, submitted by President Schooley.

I vote (yes or no) on:

Item 3:(Radio Grants-in-Aid for 1955-56) Yes

Signed Clayton Rasmus

Date 12-20-54

RECEIVED
NAEB HEADQUARTERS

DEC 22 1954

AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

To: NAEB Headquarters.

From: (fill in)

Re: Ballot on Item 3, dated 12-17-54, submitted by President Schooley.

I vote (yes or no) on:

Item 3:(Radio Grants-in-Aid for 1955-56) Yes

William D. Harley
Signed

Dec 20, 1954
Date

To: NAEB Headquarters.

From: (fill in)

Re: Ballot on Item 3, dated 12-17-54, submitted by President Schooley.

I vote (yes or no) on:

Item 3:(Radio Grants-in-Aid for 1955-56) Yes

Marguerite Flemy
Signed

Dec. 18, 1954
Date

To: NAEB Headquarters.

From: (fill in)

Re: Ballot on Item 3, dated 12-17-54, submitted by President Schooley.

I vote (yes or no) on:

Item 3:(Radio Grants-in-Aid for 1955-56) yes

Signed John W. Taylor

Date 12/20/54

Schooley

To: NAEB Headquarters.

From: (fill in)

Re: Ballot on Item 3, dated 12-17-54, submitted by President Schooley.

I vote (yes or no) on:

Item 3:(Radio Grants-in-Aid for 1955-56) Yes

Signed Burton Paulu

Date 12/20/54

Item No. 3
12-17-54

TO: NAEB BOARD OF DIRECTORS

From: Frank E. Schooley FES

Re: Radio Grants-in-Aid for 1955-56.

President Harry Newburn, of the Center, has advised Skornia that the Center Board of Directors has authorized placing in the Center budget the sum of $42,000. to carry on the Grant-in-Aid program. This amount would include $2,000 overhead designed to take care of NAEB's expenses and administrative costs.

The letter contains the following paragraph:

> "The Board of Directors made one suggestion with which our staff concurs. They felt that there should be some design, plan or possibly theme operating in the assignment of these grants and directing in some measure the general nature of the content for which such support will be given. It is necessary, therefore, for me to suggest that in connection with planning for the grants this year procedures be developed to insure that some such pattern is made available. This, the Board felt, would tend to place some limitations upon the nature of the program content for which the Center would make grants on the recommendation of the NAEB and thus concentrate a little more about some significant program needs in the offering. While the Center has no desire to dictate the nature of this pattern, we do wish to encourage its development."

I recommend approval.

Report #7
12-17-54

TO: NAEB BOARD OF DIRECTORS

From: Frank E. Schooley FES

Re: Proposed FCC Modification of Rules and Regulations Governing Television Auxiliary Broadcasting Stations.

On behalf of NAEB, Cohn and Marks have filed a reply in support of the comments of JCET urging the FCC to make specific provisions in its proposed rules which will permit the establishment of inter-city relay facilities by non-commercial educational stations regardless of whether or not common carrier facilities are or could be made available and regardless of whether or not these non-commercial educational stations are located in either densely or sparsely populated areas of this country. It is only by the relaxation of the Commission's now stringent Rule that efficient and flexible state-wide networks of non-commercial educational stations can be achieved.

The filing of the reply came following informal discussions held between officers, counsel, engineering committee chairmen and the TV engineer. There may have been no formal Board action on this matter but I assume there is practical unanimity on the desirability of this action.

December 17, 1954

Mr. William G. Harley, Chairman
Television Operations Committee, NAEB
WHA-TV
Wisconsin State Radio Council
Madison, Wisconsin

Dear Bill:

We have tabulated the votes on Item 1 and 2 dated 11-17-54.

The Board has approved the Treasurer's bond as indicated in the submitted Board memorandum by an 11 to 0 vote.

The Board approved designation of the depository as indicated on the submitted Board memorandum by a vote of 11 to 0.

Sincerely yours,

Frank E. Schooley
President

FES:fmh

To: NAEB Headquarters.

From: (fill in) Earl Wynn, Director Region II

Re: Ballot on Items 1 and 2, dated 11-17-54, submitted by President Schooley.

I vote (yes or no) on:

Item 1: (Treasurer's Bond) Yes

Item 2: (Depository) Yes

Earl Wynn
Signed

Nov. 23, '54
Date

air mail

To: NAEB Headquarters.

From: (fill in)

Re: Ballot on Items 1 and 2, dated 11-17-54, submitted by President Schooley.

I vote (yes or no) on:

Item 1: (Treasurer's Bond) Yes

Item 2: (Depository) Yes

Edwin H. Adams
Signed

Nov. 22, 1954
Date

RECEIVED
NAEB HEADQUARTERS
NOV 26 1954
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

To: NAEB Headquarters.

From: (fill in)

Re: Ballot on Items 1 and 2, dated 11-17-54, submitted by President Schooley.

I vote (yes or no) on:

Item 1: (Treasurer's Bond) yes

Item 2: (Depository) yes

Signed

11/23/54
Date

To: NAEB Headquarters.

From: (fill in) James F. Macandrew -- Region I

Re: Ballot on Items 1 and 2, dated 11-17-54, submitted by President Schooley.

I vote (yes or no) on:

Item 1: (Treasurer's Bond) yes

Item 2: (Depository) yes

James F. Macandrew
Signed

Dec. 13, 1954.
Date

RECEIVED
NAEB HEADQUARTERS
DEC 20 1954
AM 7 8 9 10 11 12 1 2 3 4 5 6 PM

To: NAEB Headquarters.

From: (fill in)

Re: Ballot on Items 1 and 2, dated 11-17-54, submitted by President Schooley.

I vote (yes or no) on:

Item 1: (Treasurer's Bond) yes

Item 2: (Depository) yes

R J Coleman
Signed

Nov 19, 54
Date

To: NAEB Headquarters.

From: (fill in)

Re: Ballot on Items 1 and 2, dated 11-17-54, submitted by President Schooley.

I vote (yes or no) on:

Item 1: (Treasurer's Bond) yes

Item 2: (Depository) yes

Burton Paulu
Signed

Nov 22, 1954
Date

To: NAEB Headquarters.

From: (fill in) Paul B. Rickard Reg. III

Re: Ballot on Items 1 and 2, dated 11-17-54, submitted by President Schooley.

I vote (yes or no) on:

Item 1: (Treasurer's Bond) Yes

Item 2: (Depository) Yes

Paul B. Rickard
Signed

19 Nov. 54
Date

I agree ballot unnecessary
P. B. R

Also 2nd copy of ballot unnecessary. Ballot idea is ridiculous P. B. R.

To: NAEB Headquarters.

From: (fill in) Gaylon Rasmus

Re: Ballot on Items 1 and 2, dated 11-17-54, submitted by President Schooley.

I vote (yes or no) on:

Item 1: (Treasurer's Bond) Yes

Item 2: (Depository) Yes

Gaylon Rasmus
Signed

11/19/54
Date

To: NAEB Headquarters.

From: (fill in) M. Fleming

Re: Ballot on Items 1 and 2, dated 11-17-54, submitted by President Schooley.

I vote (yes or no) on:

Item 1: (Treasurer's Bond) Yes

Item 2: (Depository) Yes

M. Fleming
Signed

Nov. 19, 1954
Date

RECEIVED
NOV 20 19 AM 1954

To: NAEB Headquarters.

From: (fill in)

Re: Ballot on Items 1 and 2, dated 11-17-54, submitted by President Schooley.

I vote (yes or no) on:

Item 1: (Treasurer's Bond) yes

Item 2: (Depository) yes

William G. Hadley
Signed

Nov 18, 1954
Date

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UNIVERSITY OF MARYLAND

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